" What's Side B? "

It's a corner that is not paid attention to
It's an imperfect expression
Like our concern
Like a paradox that can never be solved
Also like a concept that has not been practiced_
...

QI HAN 韩奇

EDUCATION

Politecnico di Milano
Milan/Italy   2020.9-2022.7
Msc Product Service System Design

Huazhong University of Science and Technology
Wuhan/Hubei   2015.9-2020.6
BA **Architecture**/GPA 3.74
Double major in **Business Administration**

National Taiwan University of Science and Technology
Taipei/Taiwan   2018.2-2018.7
Exchange Architecture

EXPERIENCE

2020.11-2021.04	**Tencent Music**	Shenzhen
	Product Management	
2020.05-2020.09	**Baidu**	Beijing
	Interaction Design	
2019.12-2020.03	**Accenture**	Guangzhou
	User Experience Design	
2019.06-2019.09	**Hubei Design Institute**	Wuhan
	Architecture Design	
2021.05-2021.07	**VANS**	Milano
	Communication Design	

CONTACT

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💬 15927567985

✉️ peachchoco1130@gmail.com

HOBBIES

Always happy to share my passion!

🎨 Painting

📷 Drumming

🖌️ Calligraphy

📷 Photographing

AWARD

2019
Cube Architecture
Talent Award
2019
Social Welfare Award
2018
Social Welfare Award

VOLUNTEER

2015
Hubei Province Library
2018
Star Nest Music Festival
2019
Strawberry Music Festival

1997

出生/Birth

I was born on the morning of the winter of 1997 in Taizhou City, Jiangsu Province. I didn't have a name at the beginning, so everyone called me 'Hamburg'.

Later, I had a name, but everyone always wrote it wrong. When I introduced myself, I like to say that I am 'strange' to deepen everyone's impression.

1997 was a special year, Hong Kong's return and my birth.

湖北省图书馆志愿者 2015

2015

HUST Architecture

The period from birth to college seems to have nothing to say on the resume, and it seems to have no meaning for my ability to prove, but it must also be said that the hobbies accumulated during this period of time are relevant to those starting in 2015. The resume life is mapped.

Major courses, architectural design, computer graphics and expression, society and media, environmental behavior research, innovative design experiment, visual perception and design expression.

In the course of architecture studies, I came into contact with many common but never considered problems in life, and experienced many interesting researches, such as interviews with record stores, surveying and mapping record store spaces, researching Hanzheng Street in Wuhan (one of the largest wholesale markets in the country); From 0 to understand the wine manufacturing process and design wineries, experience a day in the life of the disabled, design a retirement space; observe a day in the kindergarten life, etc., all of which have allowed me to develop the habit of observing life more carefully, although Some of the final results of the design are not very satisfactory.

Business Administration
Double Degree

Major courses: Economics, Marketing, Operation Management, Finance and Taxation, Economic Law, Managerial Economics, Management Information System...

2016

New Media Center

2017

Tiny Box
Photography Studio

2017

This is an entrepreneurial project for college students in the school. My main job in the photography studio is vision and planning. This is the first time I have connected with clients through the ability of design.
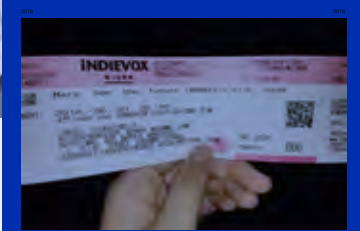
2018
Social Welfare scholarship

NTUST Arichtecture

2018.02-2018.07

The first part of the exchange is the beginning of the first time out of the inherent circle. During the six months in Taiwan, the most important thing is to open up more horizons, such as understanding different traditional residential spaces, and making models with completely different materials from the previous models. ; Study the history of ancient Chinese architecture from Taiwan's perspective, etc; What impressed me most in my life was to be a very good case of service design!

2018

FOR MUSIC'S SAKE

星巢音乐节志愿者 2019

Accenture
User Experience Design

2019.12-2020.03

1) Independently completed the interactive design and task flow design of the functional framework of innovative products; 2) Conducted research on competitive products based on product positioning, and proposed design schemes to improve user experience, product vitality and create product highlights; 3) Researching user behavior and usage scenarios, continuously optimizing and innovating the design scheme according to user feedback and test data;

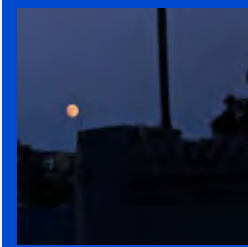**Hubei Design Institute**

I was an intern in the design plan group, mainly involved in the renovation of shanty towns along the Hanjiang River in Wuhan and other projects. According to the needs of the site and customers, conduct site research, preliminary plan design, plan deepening, plan report and later project follow-up.

2019

2019
Social Welfare scholarship

Cube New
Architecture
Talent Award

BaiDu
Interaction Design

2020.05-2020.09

1) Independently completed the interactive design and task flow design of the functional framework of innovative products; 2) Conducted research on competitive products based on product positioning, and proposed design schemes to improve user experience, product vitality and create product highlights; 3) Researching user behavior and usage scenarios, continuously optimizing and innovating the design scheme according to user feedback and test data;

Tencent Music Entertainment
**Product Manage**

2020.11-2021.04

1) Independently completed the interactive design and task flow design of the functional framework of innovative products; 2) Conducted research on competitive products based on product positioning, and proposed design schemes to improve user experience, product vitality and create product highlights; 3) Researching user behavior and usage scenarios, continuously optimizing and innovating the design scheme according to user feedback and test data;

2021

to be continued ...

2020

Politecnico di Milano
Product Service System Design

2020.09-2022.7

Major courses: user experience design, design methods, service design innovation, visual and prototyping design, product service system design, design history

The biggest change in the master's study is "cooperation", because my classmates come from different backgrounds, and most of the course assignments are group cooperation, so how to coordinate the work tasks of everyone in the group is the most important. At the same time, I also learned a lot of different knowledge in the process of cooperating with students of different backgrounds, and the angle of looking at problems has become richer and broader. Designing is no longer only focusing on one aspect, but business, users, social responsibility, etc. All aspects must be taken into consideration...
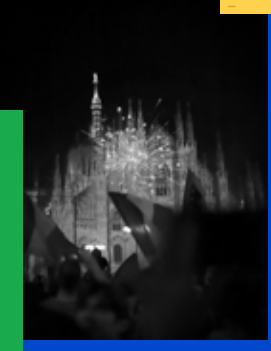
CONTENTS

JUNK
MUSEUM

IN WUHAN,CHINA

Recreate history and redefine the experience
of the History museum.

1865 Han River

The photo is from *https://www.contrasto.it/*

BACKGROUND

In the development process of modern industry in Wuhan, junk played an indispensable role in commerce and trade.
However, people have gradually **forgotten** this **precious history**.

HANKOU

HAN RIVER

SITE

HANYANG   WUCHANG

1958   2002   NOW

This architecture design and UX design are aimed to *AWAKEN* people's memories of history, and *REDEFINE* the experience of the traditional history museum.

SITE ANALYSIS

Landscape belt

Yellow Crane Tower

Yangtze River Bridge

Qingchuan Bridge

Qingchuan Pavilion

Hanzheng Street

200M

500M

Qintai Grand Theatre

1000M

Zhangzhidong Museum

N
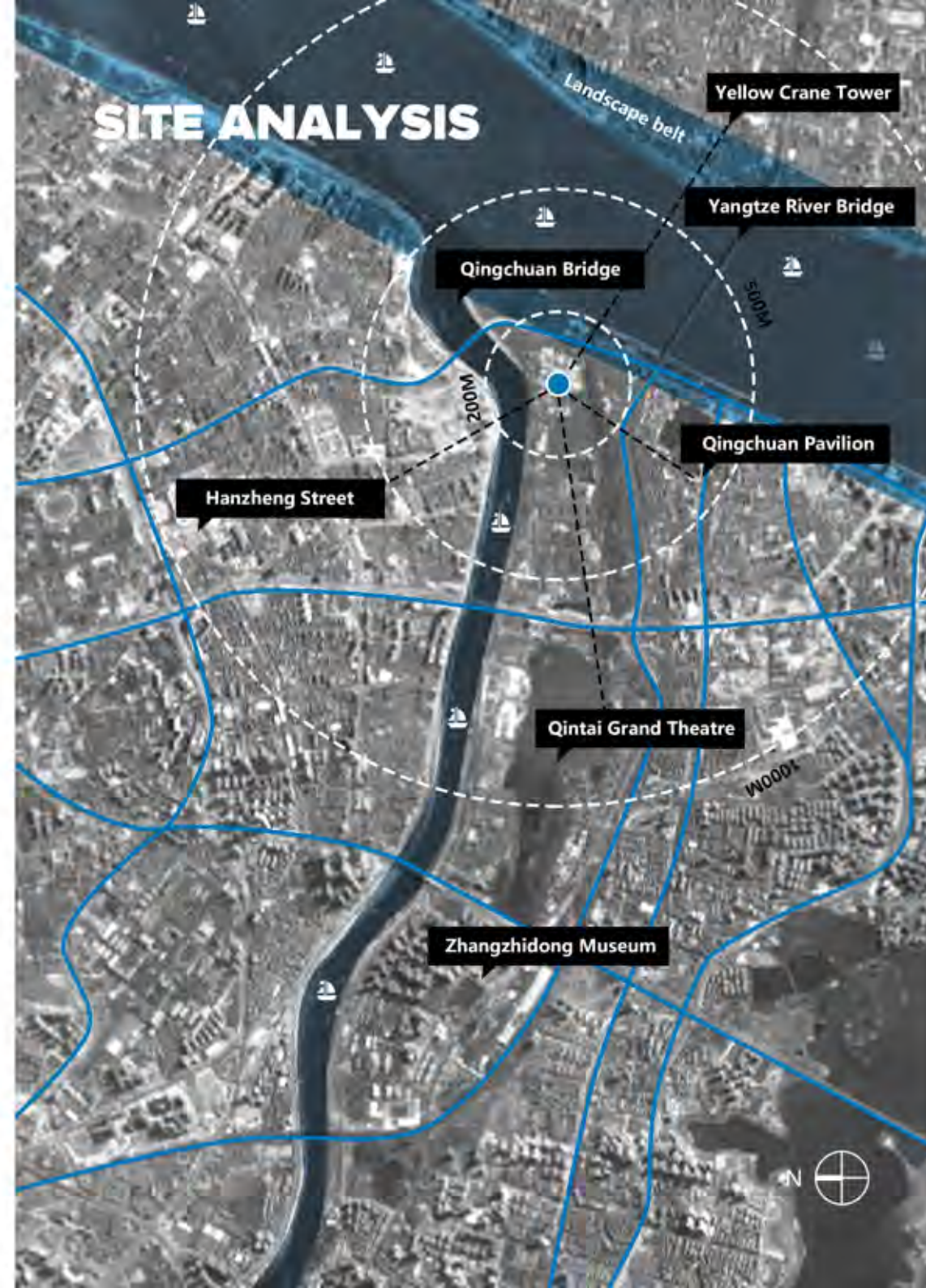
RESEARCH

In order to know people's understanding of the junks and the attitude of the existing museum, I conducted a questionnaire survey.

75%
DON'T KNOW
the culture of Hanjiang.

82%
WANT TO KNOW
the culture of Hanjiang.

68%
WILL GO TO THE MUSEUM
to learn about Hanjiang culture.

What do you want to know in a junk museum?

Stories

Daily Life

Development

Fishing

Types
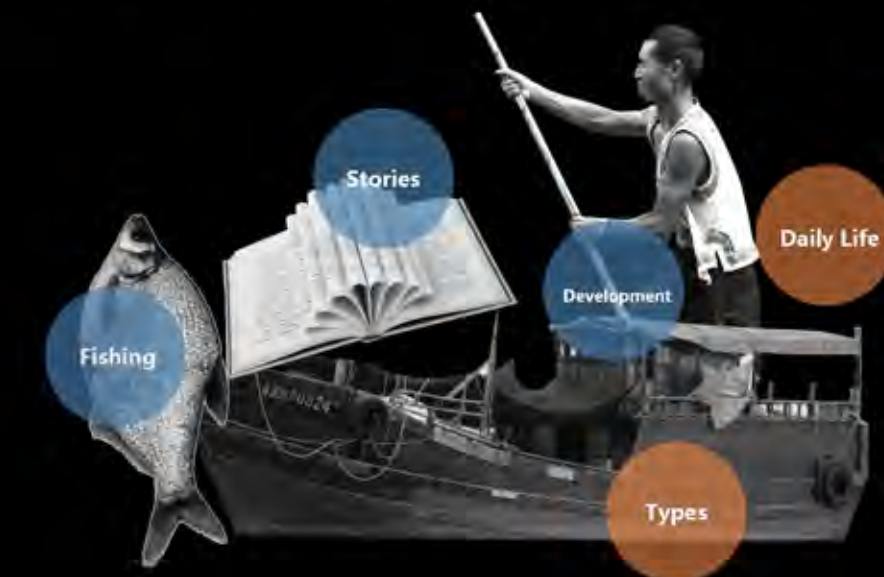
REPLANNING

Through site research and analysis of history, three strategies are proposed for the overall planning of the site.

Strategy 1 Tandem Hanjiang Green Belt

Before

After

Strategy 2 In situ reconstruction

Museum

Park

Community

School

Strategy 3 Historical memory restoration

1860s

Lake

Junks

DESIGN OF THE JUNK MUSEUM

Design instructions

The sailboat Museum designed in this course aims to **RESTORE** the old culture of Hanyang and Hanjiang with **MODERN DESIGN TOOLS**. It will record the disappearing history and look forward to the possibility of the **FUTURE** in the light of the present situation.

So that people can experience the expansion of junks and the charm of digital architecture in this junk museum.

Form Generation

Taking a curve and a **point** (planar prototype) as the basic elements, the given parameters are scaled and subdivided, the shape of the section is controlled by a given function, and the corresponding points are connected into a line, finally the surface is staked.
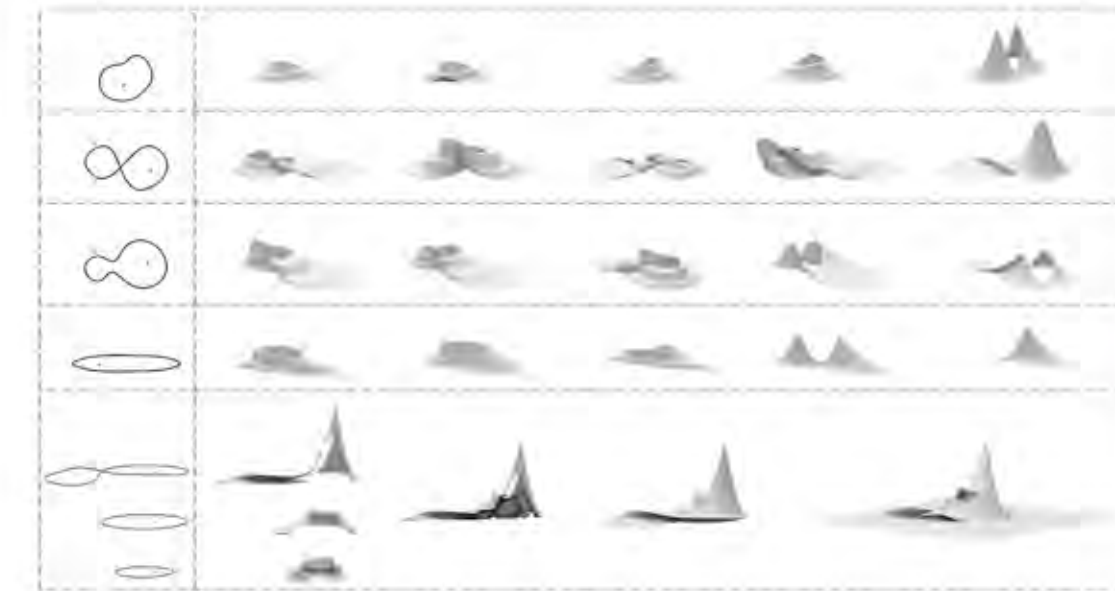
Spatial translation

Imagery of the junk

Shape of the hills

Model generation logic
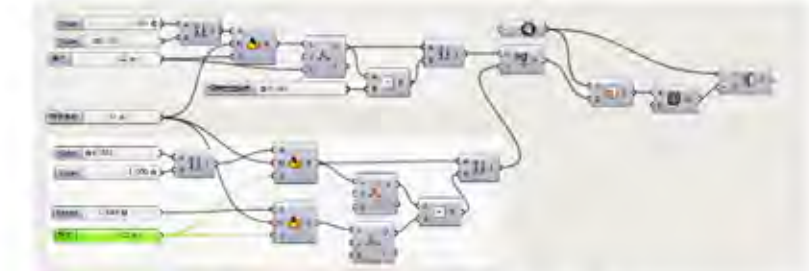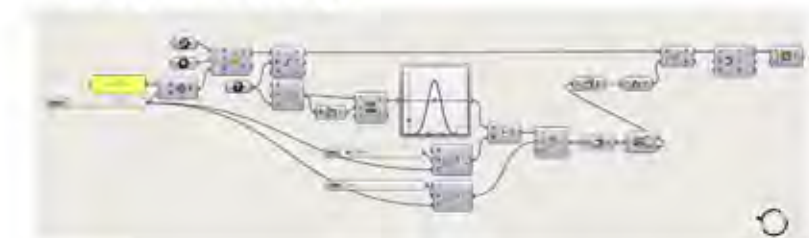
Rusty steel plate

Fiber concrete

INTERNAL SPACE

ENTRANCE HALL

MULTIMEDIA ROOM

EXHIBITION 1

OFFICE

OUTDOOR PLATFORM

EXHIBITION 3

OUTDOOR PLATFORM

EXHIBITION 2

ENTRANCE

EXHIBITION 3

OUTDOOR PLATFORM

EXHIBITION 2

EXHIBITION 1
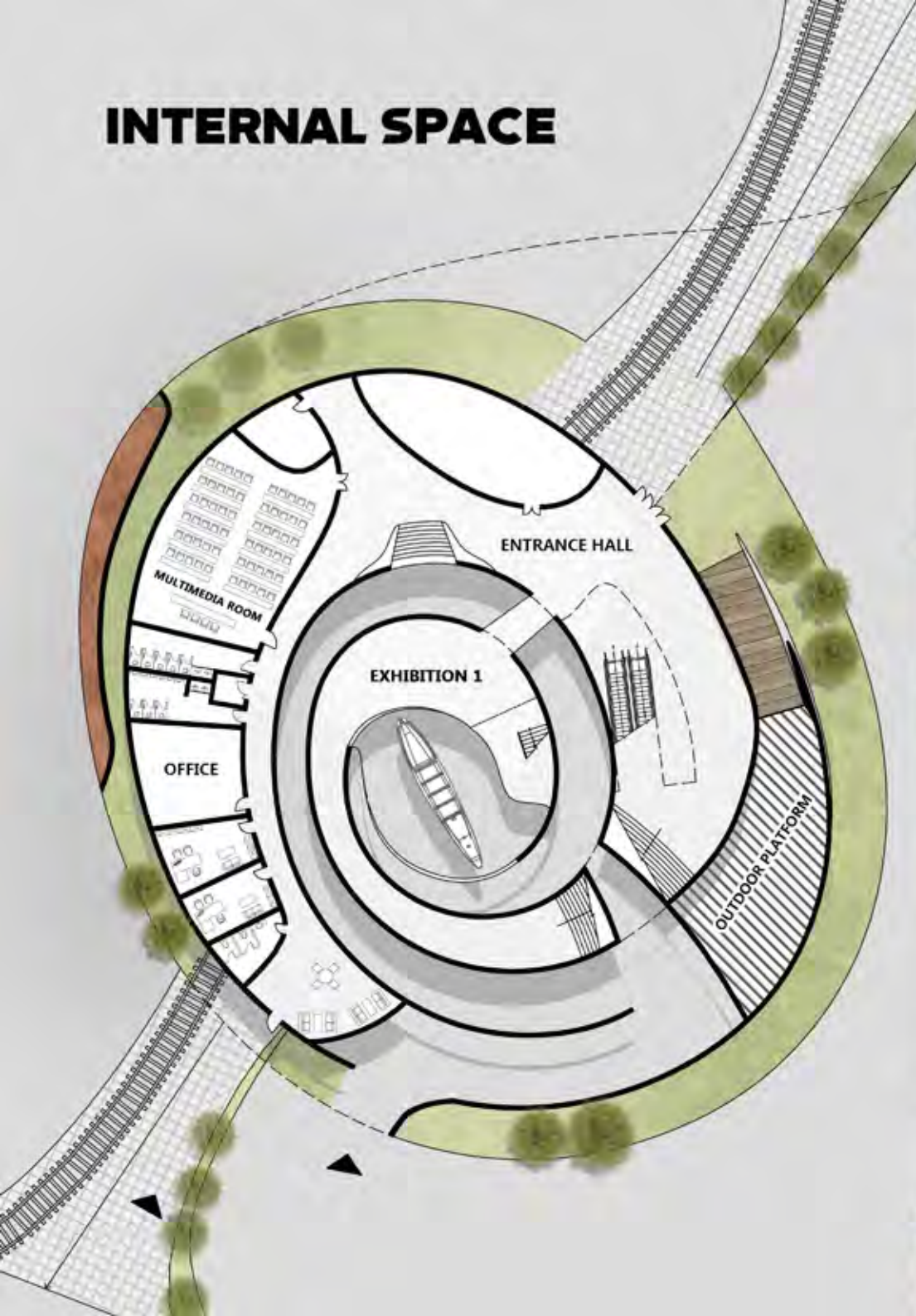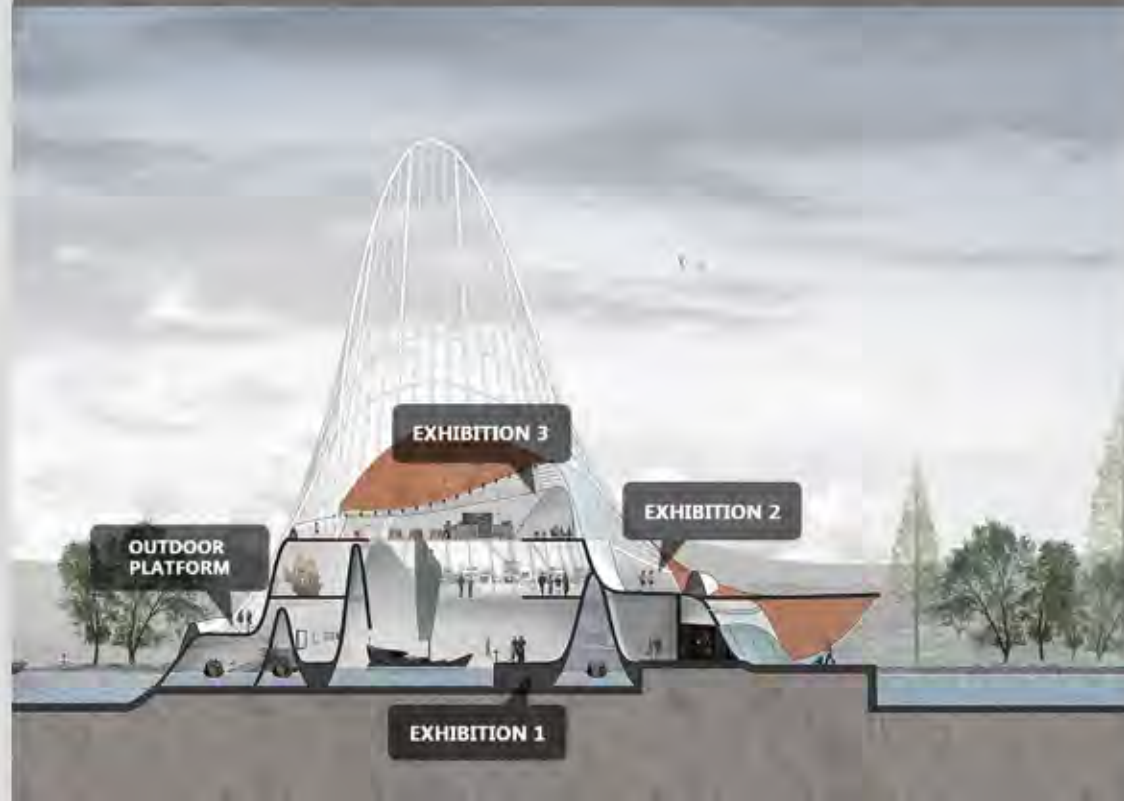
JUNKS

This scene was rendered based on the floor plan of the junks drawn in the book*and the old photos.

SHASI TRADER(荆帮华子)

It belongs to the ma-yang-tzu family; and, as it is often to be seen working the same areas, that is, from Shasi, or even Hankow, to Ichang and sometimes beyond to Chungking, notably the broad high bow, with its heavy transverse stem-beam, and , among other arrangements for work in the rapids of the Upper Yangtze, the poling gangway, which is essentially a Middle Yangtze characteristic.
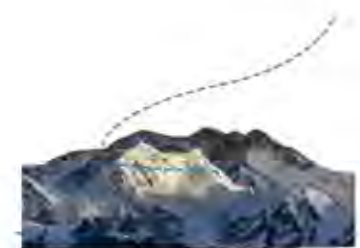
SIANG WO-TZU (襄窝子)

There are several unusual features about these craft. In the first place, the whales are conterminus 9 feet from bow and stern. The bottom planking, too, is very narrow,with a very abrupt ascent. The fore-part of the house has a square roof with an attempt at ornamentation, while the after-part is rounded.

HSIAO PO （小驳）

The hsiao-po known as the small lighter and is one of the commonest types working in the Siang Lake. It can be easily recognized by its characteristic and unusually tapering bow, terminating in an elongated upright which sometimes stands as much as 2 feet above the deck.

*G.R.G. WORCEBTER, *The junks and Sampans of the Yangtze,* 1947

PERSONA

I created the persona of these four groups to better define the characteristics of the target user.

PERSONA 1

LIN MIN
College Student 22

Introduction

He usually likes to go to the exhibition with friends and is interested in some modern art.

Confusion

There is no sense of PARTICIPATION in the History Museum.

Participation — Interest — Exhibits — Theme

PERSONA 2

XU ZHOU
Designer 28

Introduction

Xuzhou loves historical stories and things with vintage elements.

Confusion

Some historical museums are too RIGID and have no creativity.

Participation — Interest — Exhibits — Theme

PERSONA 3

LI LAN
Housewife 35

Introduction

Li Lan likes to take her children to the museum on weekends to increase knowledge and expand their horizons.

Confusion

Children CAN NOT UNDERSTAND complex something.

Participation — Interest — Exhibits — Theme

PERSONA 4

YANG YUE
Retired Teacher 65

Introduction

Yang Yue is a retired teacher. He witnessed the development of the Wuhan sailing boat. His parents used to be boatmen.

Confusion

There is no chance to REVISIT past scenes.

Participation — Interest — Exhibits — Theme
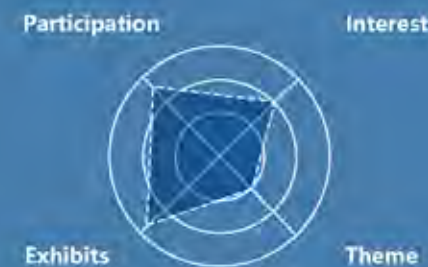
PAINPOINT

- History museums are generally boring.
- No impression was left after the visit.
- Lack of vitality and change.
- No sense of participation during the visit.
- Exhibits are difficult to understand.
- Lack of creativity

BRAINSTORM

Museum   Fishing   Story   Development
Visitor   Daily Life   Technology   Creativity   Structure   River
Junk   History   Participation   Vitality   Tools
Interest

Visitor / History / Old Life — Museum / Junk / River
Role Play

What would happen if I was a junkbuilder when I visit the junk museum?

CHARACTER PERSONA

Based on the survey and history, three roles have been established to give visitors a better museum experience.

Fisherman
Fishermen have good fishing skills.

Ferryman
The main job of the ferryman is to carry passengers and goods across the river.

Junkbuilder
Junkbuilders are familiar with the structure of the junks.

CUSTOMER JOUNERY MAP

MOOD						
PROCESS	AWARENESS	ENTER THE MUSEUM	SELECT CHARACTORS	VISIT &INTERACT	GET THE FEEDBACK	LEAVE
BEHAVIOR	Search	Register	Fill out info	Visit exhibitions Send comments	Get an electronic certificate	Share with friends
	Compare	Security check	Choose roles	Play fishing/rowing/building games	Get souvenirs	Fill out questionnaires
TOUCH POINT						

START THE JOURNEY
Though the Junk Museum journey very girl, the museaums experience is introduced from enter social.

ONE-CLICK TRANSFORM
From the end of the role selection, you will travel to old Wuhan and live a new life in a new identity.

IMMERSIVE EXHIBITION
Different identities during the visit will have different experiences. AR will help you better understand the history of sailing and the Yangtze River.

GET A UNIQUE CERTIFICATE!
After the visit, you will receive a unique certificate based on your museum experience.

EXPERIENCE FLOW

VISTOR	Entrance Hall		Exhibition Hall 1	Exhibition Hall 2	Exhibition Hall 3	Souvenir shop
			AR visit			
DIGITAL	Scan QR code Register Select role	Building games	Rowing games	Fishing games		Feedback
PHYSICAL		Display of Junks	Display of Rivers	Dislpay of Lives		Print certificate

STORYBOARD

WIREFRAME

LOG IN

Charactor

Visitors can choose a character on their mobile phone according to their own preferences, and then complete the museum tour from the perspective of the selected character. Different roles will have different experiences.

Transform

EXHIBITION 2

Fishing Game

People can learn about the Han River ecology and experience fishing life while playing fishing games.

Variety

EXHIBITION 1

Games

Detail

Comment

Comments will be displayed on the screen in the form of a barrage.

Building Game

Tourists of different charactors will build junks that match their identity.

EXHIBITION 3

Time travel

Visitors can see some AR scenes through the mobile interface, such as sailing boats, Han River, and some hidden props.

Related Exhibition

MENU

Check Charactor Info

Exhibitions

People can view information about past and present exhibitions.

Personal Info

Character information and achievements can be viewed at any time during the tour via the hover button.

Check All the Exhibitions

FEED BACK

Certificate

After completing the tour of the three pavilions, visitors can unlock the certificate. You can print the entity certificate on the machine of the museum while obtaining the e-Cert.

Leaderboard

After the tour ends, people can see the achievement leaderboard for each character.

HI-FI DESIGN

Retrieve lost history in the city.

BLACK
Mentally
MIRROR

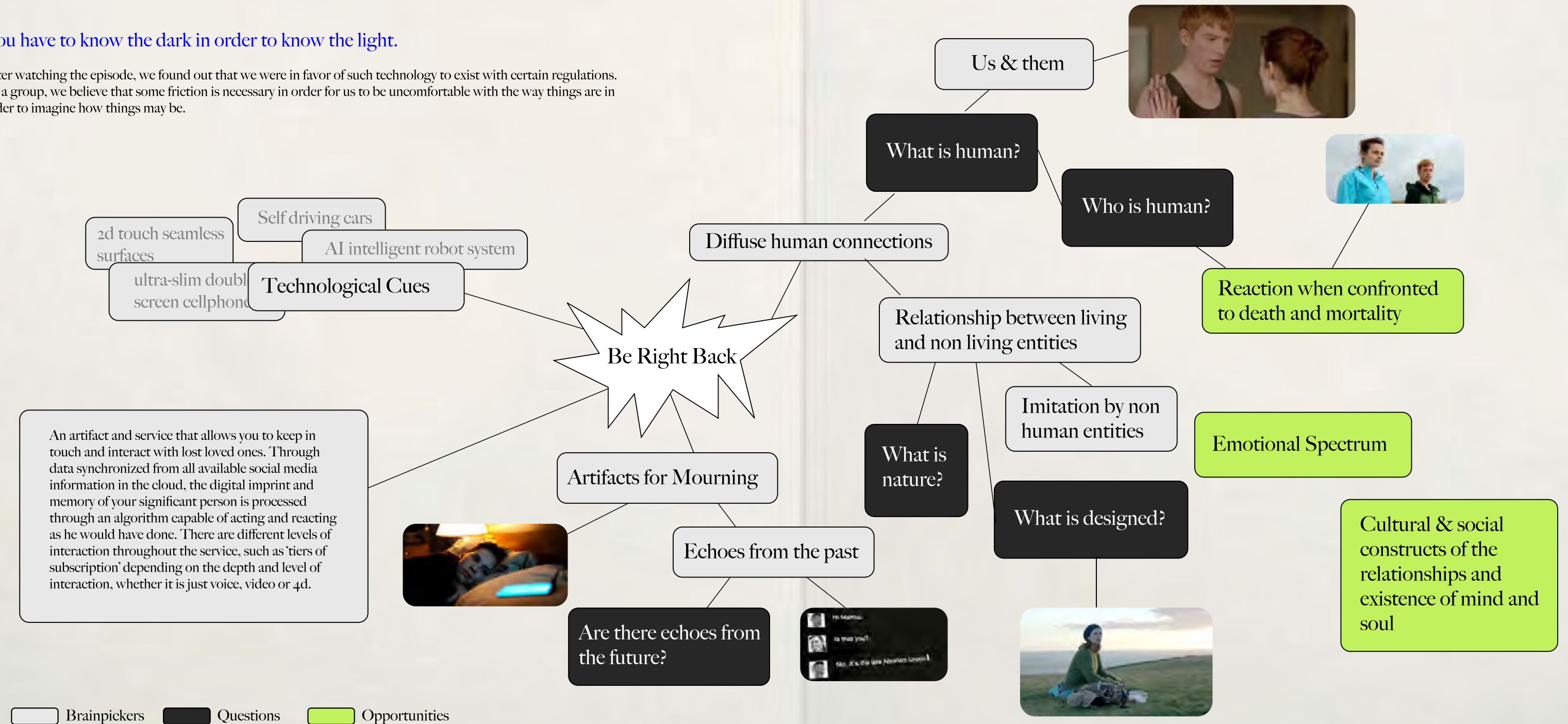**How will we live with AI in the future?**

02

Background

"Be Right Back" is the first episode of the second series of British science fiction anthology series Black Mirror.

This episode is about young woman Martha's boyfriend, Ash Starmer, who was killed in a car accident. Just as she mourned him, she found that the technology now allows her to communicate with an AI that mimics Ash, so she reluctantly decided to give it a try.

The purpose of this project is to explore the rational use of such artificial intelligence technology in the future by reflecting on the abuse of technology in the episode.
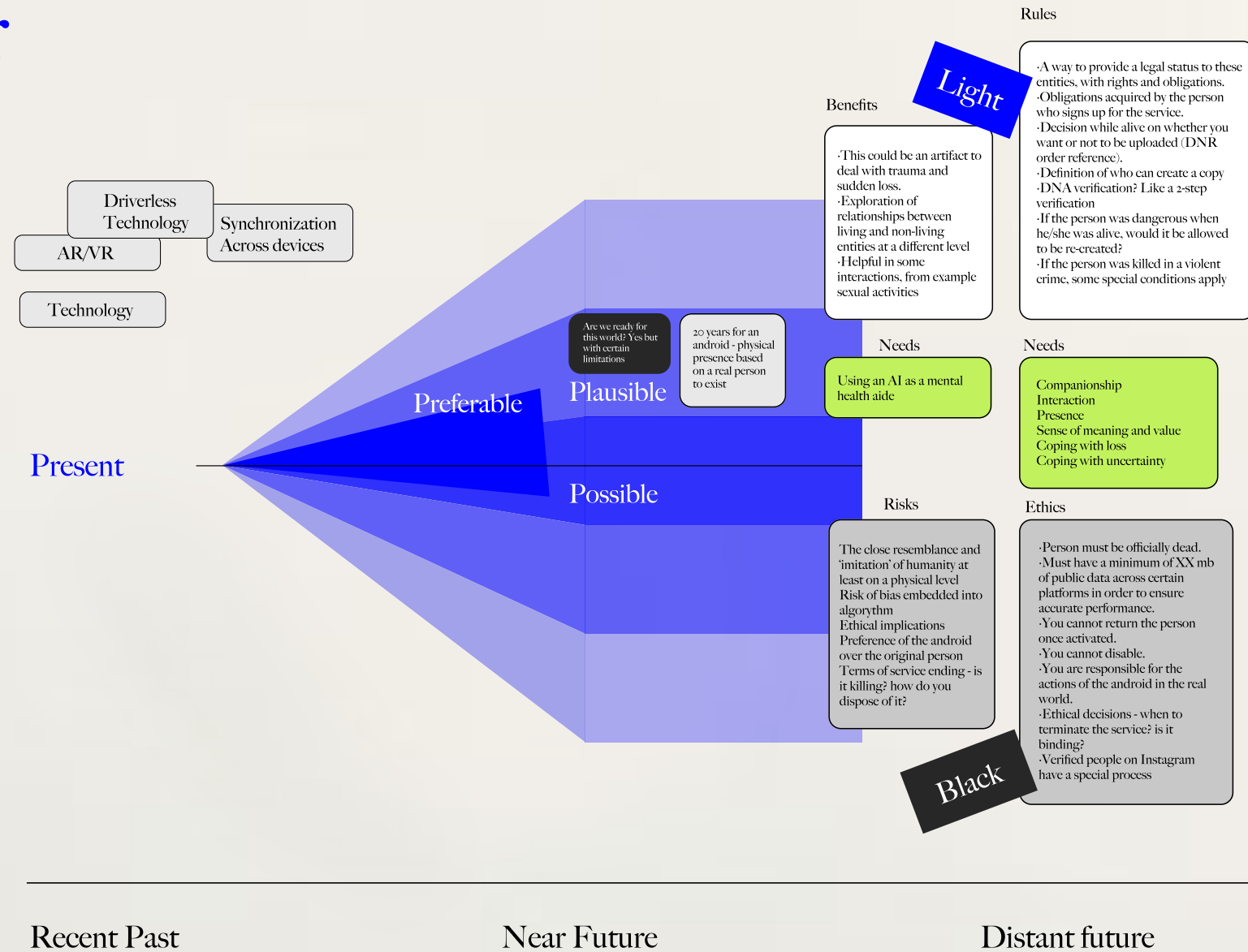
You have to know the dark in order to know the light.

After watching the episode, we found out that we were in favor of such technology to exist with certain regulations. As a group, we believe that some friction is necessary in order for us to be uncomfortable with the way things are in order to imagine how things may be.

Us & them

What is human?

Who is human?

Diffuse human connections

Reaction when confronted to death and mortality

Self driving cars

2d touch seamless surfaces

AI intelligent robot system

ultra-slim double screen cellphone

Technological Cues

Relationship between living and non living entities

Imitation by non human entities

Emotional Spectrum

Be Right Back

An artifact and service that allows you to keep in touch and interact with lost loved ones. Through data synchronized from all available social media information in the cloud, the digital imprint and memory of your significant person is processed through an algorithm capable of acting and reacting as he would have done. There are different levels of interaction throughout the service, such as 'tiers of subscription' depending on the depth and level of interaction, whether it is just voice, video or 4d.

What is nature?

What is designed?

Artifacts for Mourning

Echoes from the past

Cultural & social constructs of the relationships and existence of mind and soul

Are there echoes from the future?

Brainpickers   Questions   Opportunities

Black mirror vs light mirror

Black Mirrors serve to confront ourselves with a glimpse of a world that may be, and to question ourselves if it can - or should - exist.

What we design, designs us back:
as designers, we have the ethical responsibility to decide what futures we are part of by means of our design choices.
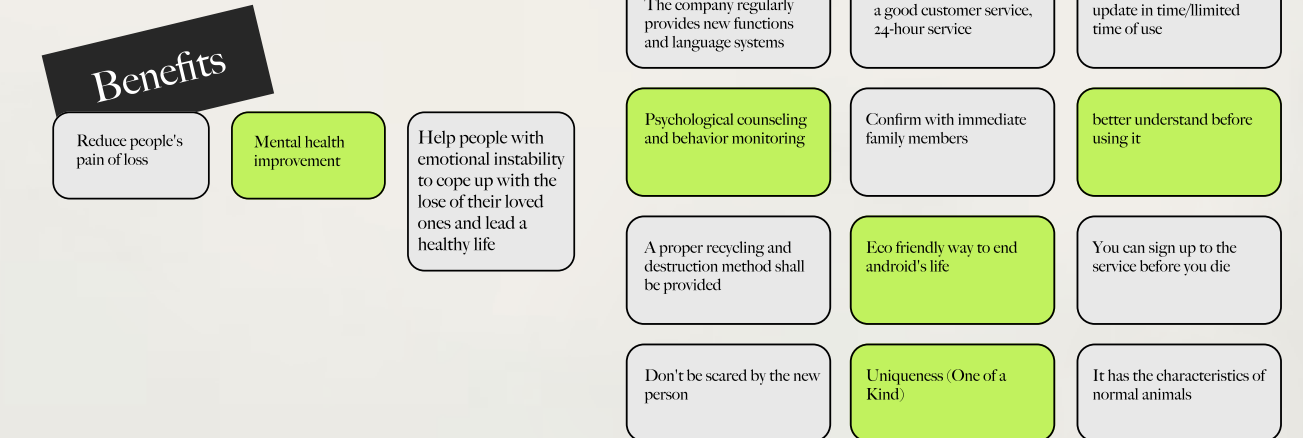
We identified signals of change and trends for the near future that could help us envision a preferable future where an AI based robot technology could be use for the better.

Benefits

Light

Driverless Technology
Synchronization Across devices
AR/VR
Technology

Present

Preferable

Plausible

Possible

Are we ready for this world? Yes but with certain limitations

20 years for an android - physical presence based on a real person to exist

·This could be an artifact to deal with trauma and sudden loss.
·Exploration of relationships between living and non-living entities at a different level
·Helpful in some interactions, from example sexual activities

Rules
·A way to provide a legal status to these entities, with rights and obligations.
·Obligations acquired by the person who signs up for the service.
·Decision while alive on whether you want or not to be uploaded (DNR order reference).
·Definition of who can create a copy
·DNA verification? Like a 2-step verification
·If the person was dangerous when he/she was alive, would it be allowed to be re-created?
·If the person was killed in a violent crime, some special conditions apply

Needs
Using an AI as a mental health aide

Needs
Companionship
Interaction
Presence
Sense of meaning and value
Coping with loss
Coping with uncertainty

Risks
The close resemblance and 'imitation' of humanity at least on a physical level Risk of bias embedded into algorythm
Ethical implications Preference of the android over the original person
Terms of service ending - is it killing? how do you dispose of it?

Ethics
·Person must be officially dead.
·Must have a minimum of XX mb of public data across certain platforms in order to ensure accurate performance.
·You cannot return the person once activated.
·You cannot disable.
·You are responsible for the actions of the android in the real world.
·Ethical decisions - when to terminate the service? is it binding?
·Verified people on Instagram have a special process

Black

Recent Past   Near Future   Distant future

Looking in the mirror

Our initial proposal was a service to aid in the mourning process.

Values

A renewed desire for life

Safety of people using it, and others as well

Needs

Supervise the behavior of users to avoid illegal incidents

Recognizable (to allow people to distinguish)

Conditional feature selection

Different people's access rights need to be restricted

adaptable -grows together with the child and his/her needs

Mental health aid to cope with loneliness and difficult situations

The service helps the user to make a fresh start in life and indulge in new activities

There can be corresponding consciousness to request the end of life

To avoid misuse of the product-Proper laws and regulations defined by the company, regulates the proper usage of the service

The company regularly provides new functions and language systems

various Security options: example, only the person using the service can access it

Customers cannot provide false memories and materials.

The company regularly provides new functions and language systems

a good customer service, 24-hour service

update in time/limited time of use

Psychological counseling and behavior monitoring

Confirm with immediate family members

better understand before using it

A proper recycling and destruction method shall be provided

Eco friendly way to end android's life

You can sign up to the service before you die

Don't be scared by the new person

Uniqueness (One of a Kind)

It has the characteristics of normal animals

Offer

The Android should be able to have and develop emotions according to the evolution with user's interactions

Trustable - a rapport can be built between user and android

Government laws and protection policies to avoid crimes committed by the android

Cancel Anytime - a responsible way to terminate the service

Data Security for privacy against hacking on the cloud and file corruption

Life expectancy of the product ie. the product ages along with its operator

Connectivity of all products with the service

Safe enough, don't do anything to hurt people

can be personalized by personal preference

To reduce the pain of the operator after the loss

have a sense of security

Reduce dependence of people who passed away

Product packaging that is convenient for all

Easy to use and operate

Provides mental comfort

Can be updated

Automatic charging

The software also helps its user to balance their mental health

Add-ons, customizable throughout its lifespan

Regulate the user's emotions through smart sensing

Always accompany to prevent losing

Sense of Privacy

Follow the laws of nature - in terms of aging, consequences of behaviours

" Every End Is A New Beginning "

Benefits

Reduce people's pain of loss

Mental health improvement

Help people with emotional instability to cope up with the lose of their loved ones and lead a healthy life

Hello from the other side

The researched continued: we tried to identify signals and trends to reveal a possible future and the needs of those who inhabit it.

We realized the mental effects of the never-ending pandemic, and economic, social and political collapse taking a toll on entire generations in the Anthropocene- with effects that will last for years to come. Also, the tendency for young adults to live alone in urban areas will continue to increase in the following years, a trend that has been confirmed in the past 15 years regardless of social, technological and political change.

The rate of single-person households in the US increased from 6% to almost 28%, while married-couple households decreased from 79% to 49% between 1930 and 2010.

1 in 5 Americans will experience a mental illness in a given year.

More than 50% will be diagnosed with a mental illness or disorder at some point in their lifetime.

"Learn About Mental Health - Mental Health - CDC." CDC Website, 2021, www.cdc.gov/mentalhealth/learn/index.html

How Might We

...enhance everyday life for young adults in harsh living conditions within urban areas?

...provide reliable and affordable access to mental health services for anyone?

... empower average people to engage in a more mentally-resilient lifestyle?

And so I cry sometimes when I'm lying in bed
Just to get it all out what's in my head
And I, I am feeling a little peculiar

And so I wake in the morning and I step outside
And I take a deep breath and I get real high
And I scream from the top of my lungs
"What's going on?"

-What's going on, 4 Non Blondes, 1993.

I'm so happy 'cause today I found my friends
They're in my head
I'm so ugly, that's okay, 'cause so are you
Broke our mirrors
Sunday morning is everyday, for all I care
And I'm not scared
Light my candles in a daze
'Cause I've found God

-Lithium, Nirvana, 1991

Story Background

AC 2099

In 2099, All The Creatures Have Gone Almost Extinct , People On The Earth Can Not See Them Any More. Because The Earth Is So Densely Populated, People All Lived In White Empty Cubes, They Wear Special Contact Lenses To See The Fake World Virtually. A New Generation Of Humans Need To Rely On Technology To Navigate A Fake, New World - But For Someone With A Disability, This Is More Challenging Than Ever.

Pain.
Numbness.
Anxiety.
Feeling lonely.
You cannot focus.

A million of what if's race through your head.

We have all struggled at some point with our mental health, something so precious and so neglected. But forget about medications and mindfulness; what if there was a service that helped you finally be your best version of you?

We tried to render this possible future scenario and add texture, some rawness to it: this is not an utopy, nor it is a distopy. It is simply, a possibility.

Persona

✦ " I Have Slowly Got Used To The Dark World, But There Are Still Many Inconveniences In Life. "

PERSONA FOR THE LIGHT MIRROR

Francesco is a piano tuner. His job is to go to the designated place to tune every day. Because of the illness, he lost the chance to see the light again. But he didn't want to give up his job as a tuner. For him who is sensitive to hearing, losing his eyes allows him to feel the sound more attentively.

When he is not working, he feels lonely. Or he often meditates on his own. He hopes to have a pet who can accompany him 24 hours a day. Francisco has a lot of thoughts, but sometimes they stay inside his head. As a blind man, he has many inconveniences in life. For example, when a person is at home, he is easy to encounter danger and is afraid of being robbed. Or is it inconvenient to understand other people.

Goals/Needs

Help in daily life activities
Comfort when he is not happy
Accompany him to pass the lonely time
Hope to have pets with different personalities to meet their changing emotions

Painpoints

Traveling alone is too inconvenient
No friends by side
He has no one to talk about feelings
Hesitate to claim a guide dog
Ordinary guide dogs have a short lifespan
Always worried that the guide dog will have an accident

Ideal Experience

Companionship
Life can be convenient
Don't worry about gains and losses
Help yourself out of trouble

Technology & Information Sources

Publicity by government departments
Friends
Hospital
His clients
artificial intelligence

Age	30 years old
Marital status	Single
Children	-
Undergraduate study	Music
Occupation	Blind piano tuner
Location	Milan, Italy
Income	5000 Euros

Service & Product Concepts

Theme

Real Companion In A Fake World

Pain. Numbness.
Anxiety.
Feeling Lonely.
You Cannot Focus.

Product: BO-I ✦

Boi is an AI powered therapeutical social robot that helps users take care of their mental health. It provides support, techniques and develops good mental health habits so people are empowered to face reality. As its name says, Best friend of I is truly your ally that delivers a personalized and empathetic mental health and wellbeing experience, anytime anywhere, everywhere. By balancing sensory inputs and emotional outputs, BOI can make you overcome and not just survive, but thrive.

Service: MentAlly

Our service provides assistance through Ai-powered smart sensors and LIDAR scanner technology. That translates real-life information into sensory inputs the user can understand to improve physical and mental health. MentAlly provides AI algorythm to understand user's emotional state in real time and enhances real-world scenes through AR and VR to improve mental health and constant comfort. With MentAlly PRO, you can also receive a personalized plan in order to stimulate positive memory and enhanced future visions during anxiety episodes.

A Million Of What Ifs Race Through Your Head.

We Have All Struggled At Some Point With Our Mental Health, Something So Precious And So Neglected. But Forget About Medications And Mindfulness: What If There Was A Service That Helped You Finally Be Your Best Version Of You?

We Tried To Render This Possible Future Scenario And Add Texture, Some Rawness To It: This Is Not An Utopy, Nor It Is A Distopy. It Is Simply, A Possibility.

Carzy Storyboard

Video Prototype

an example of the video editten

effect of video with blue

effect of video with blue

This part is an example of the video editten that we developed at the beginning of the story. The most important part here was to show the world through the eyes of the character. At this point, we wanted to use visual effects to work, unfortunately, we didn't know AE very well, so we wanted to be able to reflect what we could. For example, we wanted to add a glitch effect to the dog in the video to show that the BO-I character has turned into creatures that no longer exist in our world.

This part had an effect that changed the basis of the video because we couldn't decide how to position our character as a visual effect.At first, we thought about whether we should leave his appearance to the audience, without showing the character only with sound and light reflections in the scenes where he was.At the same time, we thought about whether there were scenes through the character's eyes, but using so many inter-scene transitions for a 5-minute period of time seemed to tire the audience. That's where we lightened these long efforts and workload by finding the idea of transferring the character to video thanks to a green screen.

Unlike the finalized video, we experimented with how we could use an effect here.Because the effect used here is more blue and has a clear atmosphere, we thought that it would not be able to create the effect we wanted to present to the audience, so we gave up this idea. Since we shot the video outside, we decided that removing the sounds from the video and adding The Voice of our character on top would fit more into the dramatic atmosphere we wanted to create.

Final Storyboard

Scene 1   Nirvana

Fran is home alone. Is he?
He is actually always with something that never leaves him alone: his thoughts.
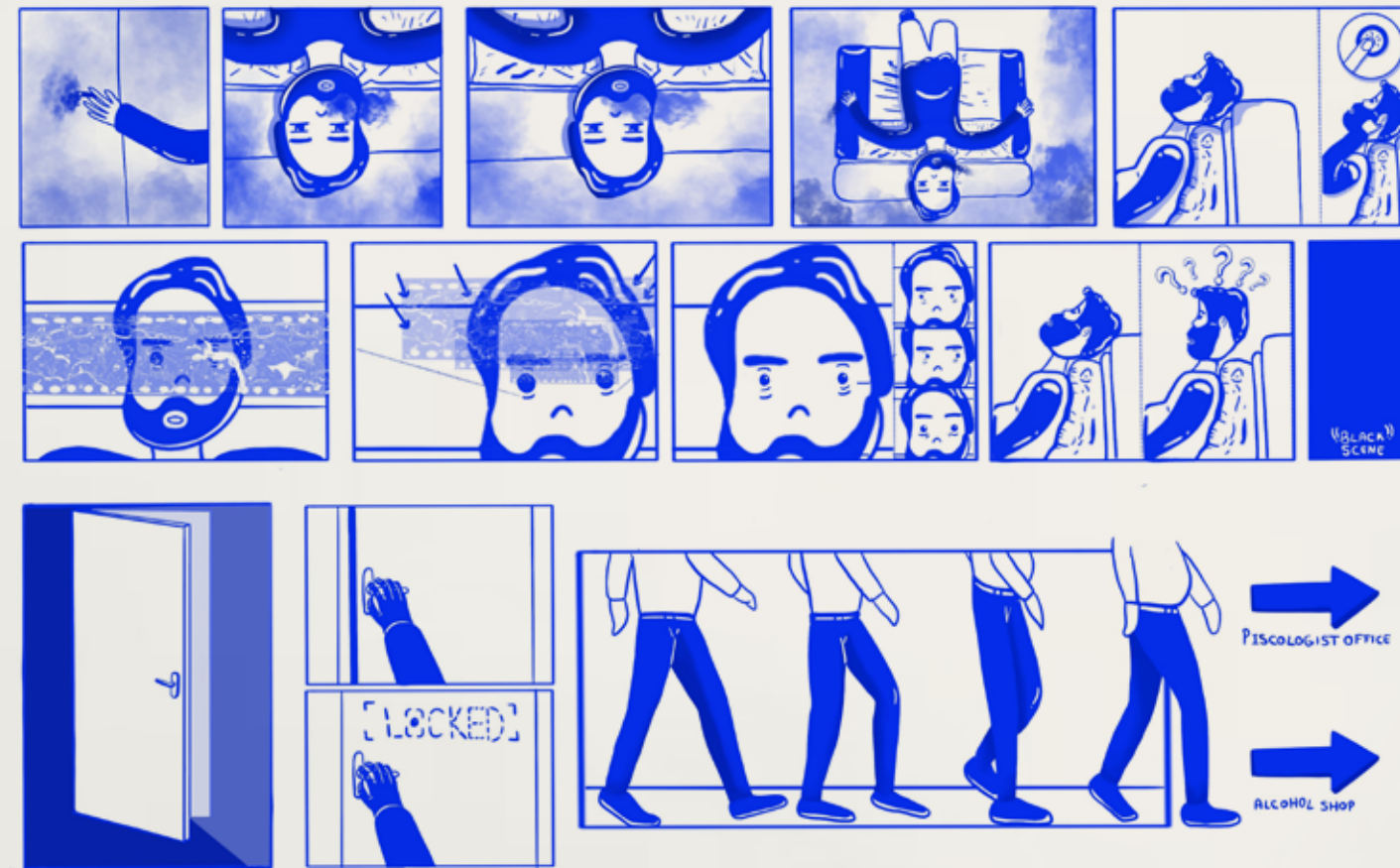
We can see Fran trying to make his brain stop by smoking and some drinking.

We can also see him try to escape reality by means of a lens he bought, but it is not making the desired effect. He can get high on this images but the lens doesn't work well for him since it gives him some glitches, and every time the effects passes, he feels gradually worse.

He decides to go out. Being alone with his thoughts is no longer an option.

What should Fran do?

Go to the Psychologist office

OR

Go to the Alcohol Shop

Final Storyboard
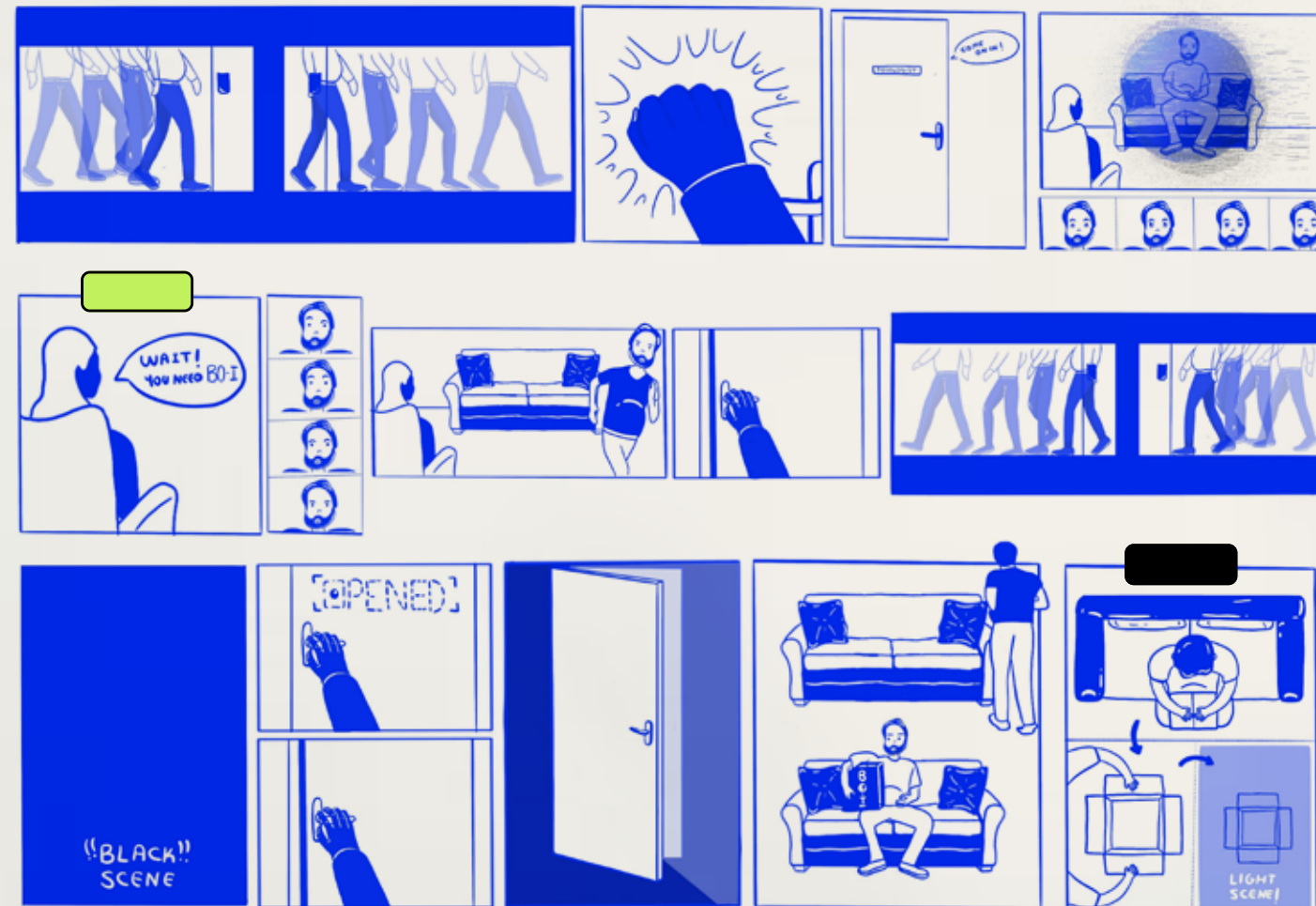
Scene 2 | **Melodrama**

In this potential future, Fran avoids professional help and decides to get some alcohol in order to make his mind relax and cope with his daily life.

This is not the first time Fran does it, but will it be the last?

Fran gets drunk into oblivion. We can see him struggling to walk and finally passing out.

Once he regains conscience, he notices the presence of this foreign object, a ball that has been abandoned by his side. He would normally not do this, but feels compelled to touch it, grab it and bringing it home with him.

PISCOLOGIST OFFICE

 Touchpoints

 Moment of Truth

Final Storyboard
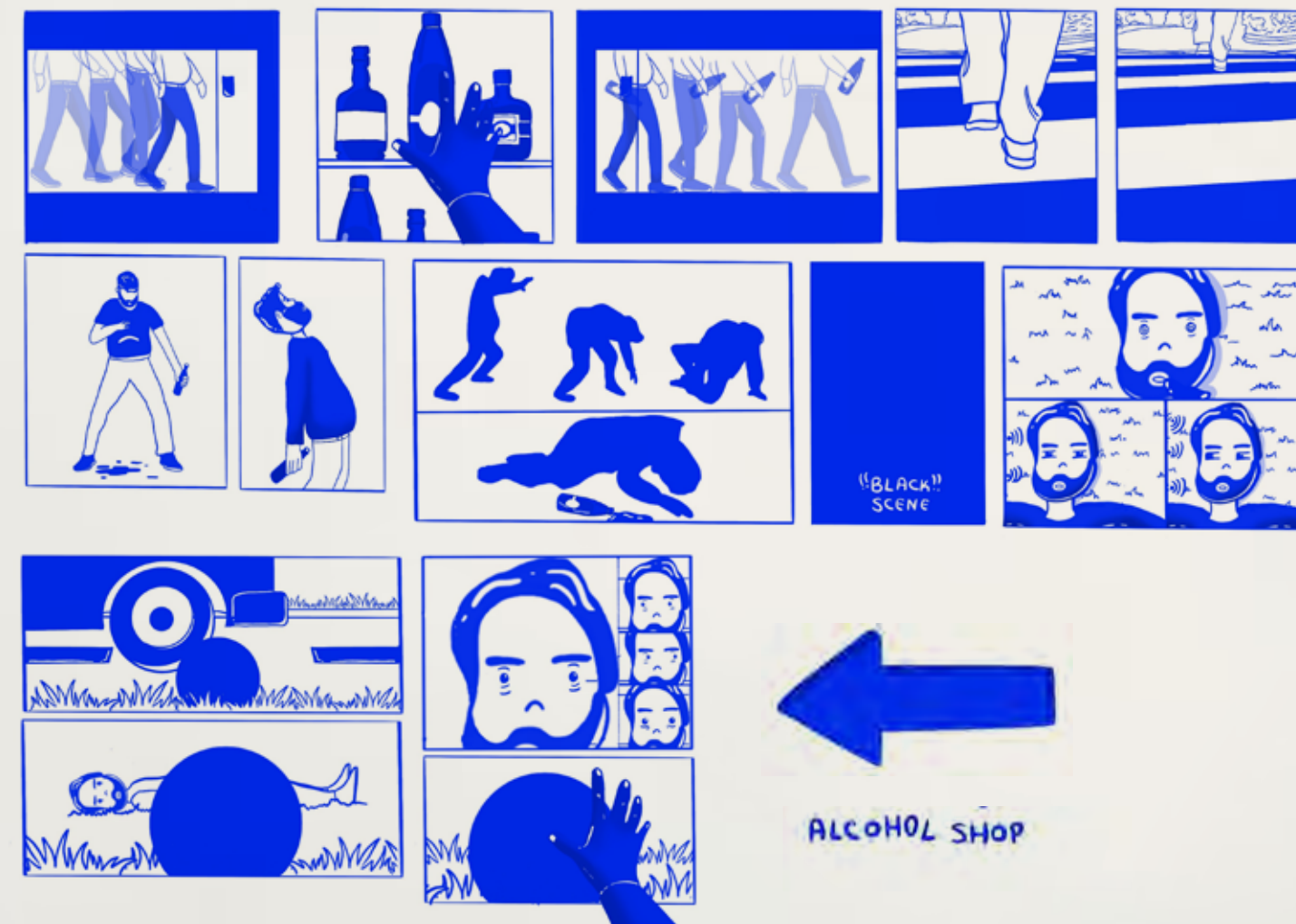
Scene 3 | **Nirvana**

Fran meets BOI for the first time.

Afer their first interaction we can see BOI has adapted to the shape that Fran needs . They interact and we can hear BOI for the first time.

Viewers have the option to choose what BOI shows Fran and helps him with:

Show Fran's past memories in an ehanced, friendlier way

Or show Fran's anxious thoughts about the future in a calming, reassuring way.

We can see Fran living with Boi for some time making improvement and realizing also BOI can help him but what he truly needs to break free from is from himself.

ALCOHOL SHOP

Final Storyboard

Scene 3   Expectation

Fran meets BOI for the first time.

Afer their first interaction we can see BOI has adapted to the shape that Fran needs . They interact and we can hear BOI for the first time.

Viewers have the option to choose what BOI shows Fran and helps him with:

Show Fran's past memories in an enhanced, friendlier way

Or show Fran's anxious thoughts about the future in a calming, reassuring way.

We can see Fran living with Boi for some time making improvement and realizing also BOI can help him but what he truly needs to break free from is from himself.

Final Storyboard

Scene 4   Climax

Fran escapes from home and takes Bo-I with him. He walks around and as he approaches the borders of reality, he starts to perceive some glitches and noise.

He can see some interface that he feels compelled to approach. When he comes closer, he can see and feel what living without this emotinal burden feels like.

He tries to make contact and suddenly he finds himself back in his couch.

It was a dream.
It was all a dream.

Was it? Fran realizes that with the help of BO-I, he finally broke free of himself. Because Bo-I is actually within us, we only have to be reminded of being best friends with ourselves.

Prototype Process
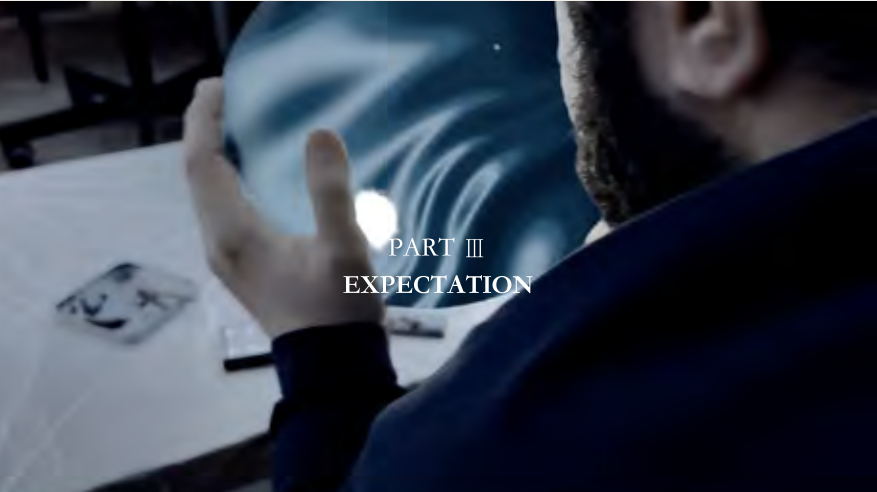
MENTALLY

YOUR REAL sAIDEKICK IN A FAKE WORLD

TEAM 06

* 打开文档，点击播放开始体验

CLICK HERE

Final Video

PART Ⅰ
NIRVANA

PART Ⅱ
MELODRAMA

PART Ⅲ
EXPECTATION

PART Ⅳ
CLIMAX

* 点击播放

UPUP

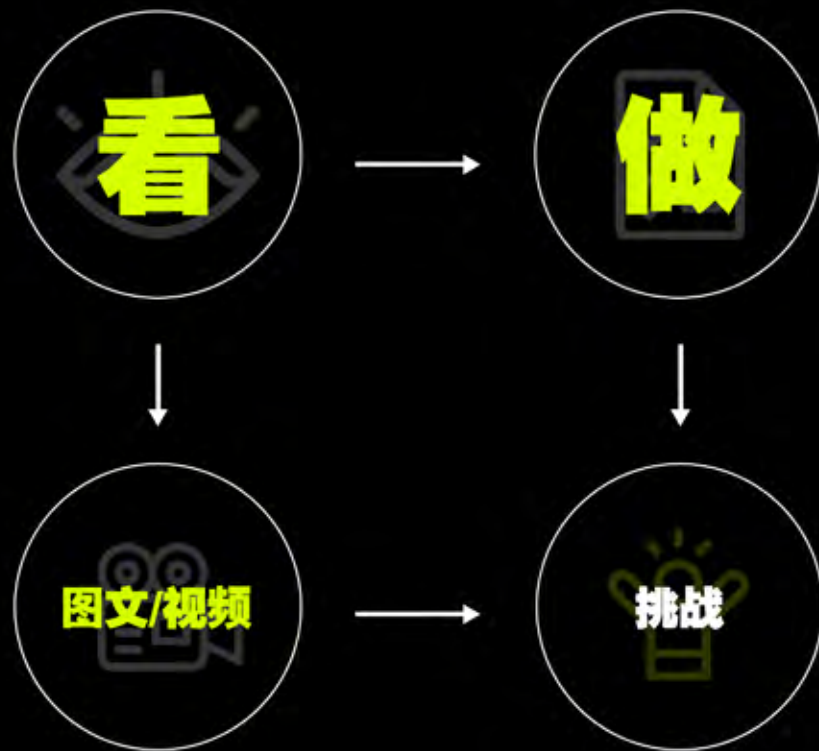INTERNSHIP PROJECT

STUDY&CHALLENGE COMMUNITY

03

BACKGROUND

—

产品背景

越来越多的年轻人开始使用互联网学习，不仅仅是狭义的知识，更多是提升自我、丰富生活的泛娱乐知识。然而，市面上常被用作'学习软件'的产品，内容发布者和普通用户的关系依旧是割裂的，用户在学习到新知识的时候很难有机会展示和分享自己，从而导致失去挑战动力。

看 → 做

↓ ↓

图文/视频 → 挑战

2019年B站学习类UP主数量同比增长151%，学习视频播放量同比增长274%。

PERSONA

BIO

Cristina 是一名刚步入职场的设计师，年轻的她永远有着学习新知识的热情，每天下班回家后即使很累她也会跟着网络上的健身视频进行锻炼，周末的时候有时候也会出去报班学习一些新技能，例如篮球、插画等等。但是有时候她在完成一个阶段的学习之后又苦于没地方展示和交流，并且现在网络上的知识太过于零碎，她有时候需要花费很长时间去寻找教程。

ABOUT

- 24岁
- 未婚
- 10K
- 设计师
- 北京

DIMENSIONS

外向 ●●●●●●○○○○
社交 ●●●●●○○○○○
友好 ●●●●●●○○○○
好奇心 ●●●●●●●○○○

> **不断学习、不断挑战自我的感觉真的太好了！**

Cristina
Designer

PAINPOINTS

· 很难寻找合适的学习资源，花费太多时间在寻找教程上
· 没有打卡动力，缺乏一定的自觉性
· 缺少互相监督
· 遇到问题没有人可以询问
· 无法评估自己的学习效果

OPPORTUNITY

· 整合学习资源，为用户提供系统化学习空间
· 创建学习社区氛围
· 鼓励用户自我展示，用优质资源刺激用户发布内容，强调UGC内容生产
· 构建用户激励系统，展示用户成长路径

DEVELOPMENT

挑战

- 挑战（教程）FEED流
- 用户个人打卡记录
- 技能树入口

发布器

- 动态/打卡发布
- 单个挑战发布
- 系列挑战发布

广场

- UGC内容推荐
- 热门挑战推荐

PROTOTYPE
下一步

"Design" Designed Designer

APPLICATION

有噗

更大的世界，更好的你

UPUP

⚡ 学习成长社区

⚡ 打卡–挑战

⚡ 让世界的知识沉淀
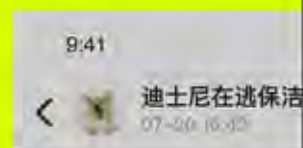
年轻 YOUNG

向上 UPUP

灵感 THINK

发布器
流畅体验

内容发布区域
·下拉展开封面

领域

相册
·半屏常驻
·上滑全屏

顶部滑动变化
任务导航

我的挑战
·默认待启动收起
·待启动点击展开
·展示用户挑战完成进度

挑战卡片
·挑战卡片强调ugc生产内容
 （卡片内主要打卡内容）

详情页平
行框架

挑战状态
·点击加入挑战状态
 变为开始打卡

子挑战卡片
·点击跳转子挑战落地页

动态/打卡区
·上拉平行框架展开
· 顶部内容浏览完展开

"技能树"
创新导览

领域
·附近展示两条最新
 解锁技能

技能树分享
·点击生成技能树卡片

ANTIDOTE

ONLY MUSIC IS MY ANTIDOTE.

Create a utopia for the bands.

04

BACKGROUND

History

After China's reform and opening up, rock music in Europe also entered the mainland. Chinese young people began to think independently and express their thoughts through rock music.

Influence

The performance form of the band can bring a more shocking performance experience, and it is also a way for contemporary people to vent their life pressure and express themselves. A famous Chinese band, "Reflector (反光镜乐队) " wrote in the song, *"ONLY MUSIC IS MY ANTIDOTE."*

Problems

It is difficult to find like-minded people to **SET UP** a band.
It is difficult for the band to find a **venue for REHEARSAL**.
It is difficult for the band to find a chance to **PERFORM**.

Band Reflector, Only music is my antidote, 2010

BAND RESEARCH

In order to better understand the band culture, I did some research on the bands.

Composition

| Keyboard | Bass | Drum | Guitar | Main vocal |

Establish&Operate

ESTABLISH

| 46% | 25% | 16% | 13% |

School Associations — Friend introduction — Social Apps — Performances

REHEARSAL

| 75% | 20% | 5% |

Training room — Home — Other

PERFORM

| 52% | 36% | 12% |

School Activities — Livehouse — Music festival

China Band Industry Market Research Report,2017

MARKET RESEARCH

Taking Wuhan City, Hubei Province as an example

FM livehouse
L7 livehouse
VOX livehouse
151 livehouse

There are **ONLY FOUR** livehouses in operation in Wuhan.

SMZB/1996
AV Dajialai/2006
Chinese Football/2011
Silly Function/2018
DADA/2001
LiugWeiXiaoBai/2017

There are now more than **700** bands in Wuhan.
More than **90%** are **CAMPUS** bands.

INTERVIEW

In order to better understand the needs of users, I conducted some interviews.

Grapes are not angry/Campus band

The **rehearsal room** is hard to find. It is too **expensive** to rent a long-term rehearsal room.

We are acquainted with the school community, but even in the community it is **difficult** to find people with the **same musical orientation** through social interaction.

Sam/Senior student   Hobby: Guitar

Can't find partners who can **group a band** together.

Sam also said that he was also confused when learning guitar, because it is difficult to find **a suitable teacher**. Now many teachers only teach introductory tutorials, but he wants to learn guitar in depth.

PAINPOINT

GROUP A BAND

- Join school Associations
- Participate in music festivals or other music events.
- Introduced by friends

RARE RESOURCES.
Strategy
Establish an *ONLINE COMMU-NITY* to share experiences.

BAND REHEARSE

- Go to the Musical instrument shop
- Go to a friend's home where the band can rehearse.

NO CHANCE.
Strategy
In addition to the livehouses, establish a connection with the city's public space.

HOW TO FIND?
Strategy
POST AND *SHARE* information with people with the *SAME INTERESTS*.

LEARN RELATED KNOWLEDGE

- Searching for information on the Internet
- Ask other bands for help
- Take some offline courses

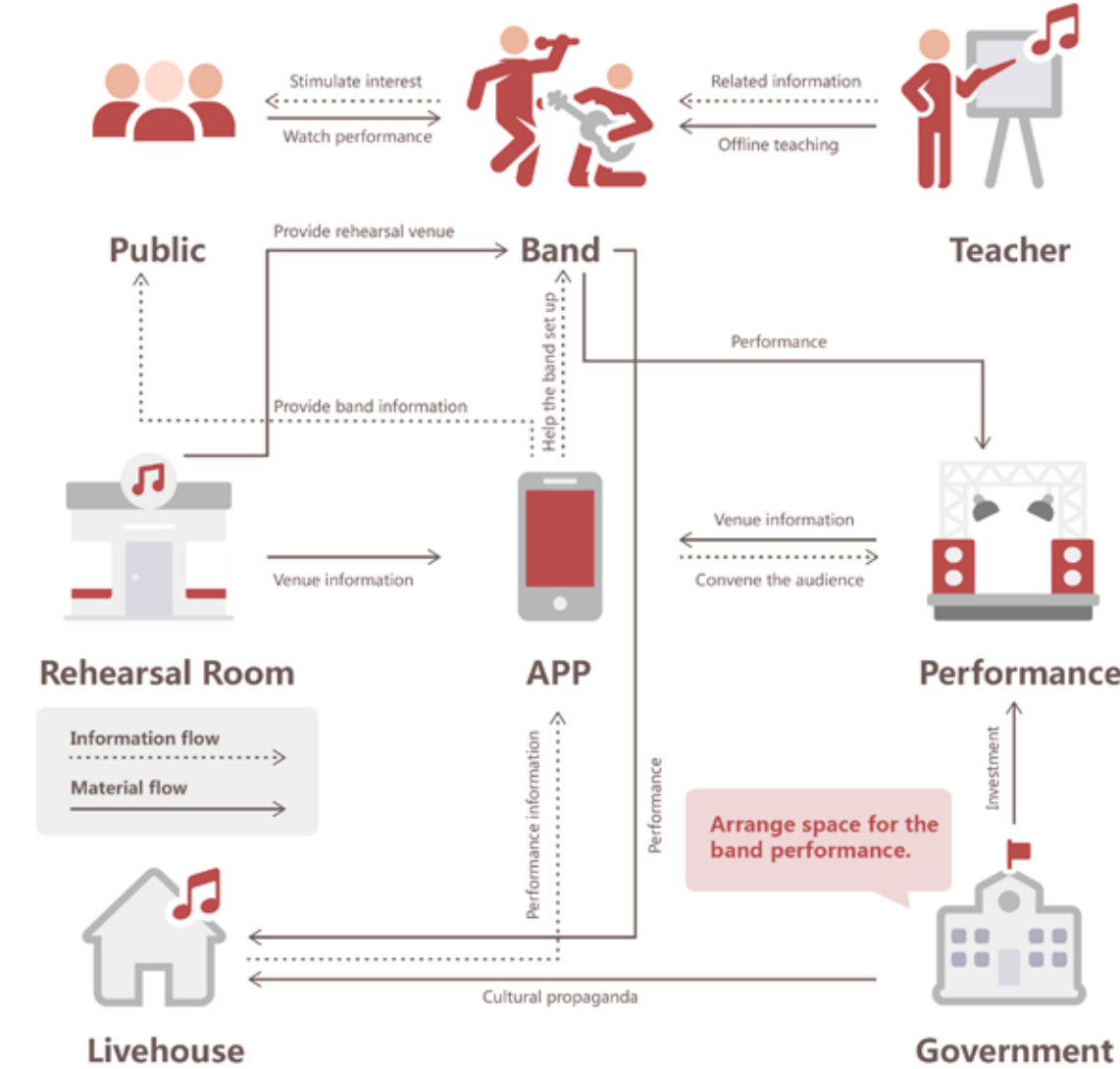**EXPENSIVE AND RARE.**
Strategy
SHARE rehearsal space with people with the same needs.

PERFORM

- Participate in campus activities.
- Perform at the livehouse.
- Perform at a music festival

SYSTEM MAP

SKETCH

HI-FI DESIGN

ANTIDOTE
'ONLY MUSIC IS MY ANTIDOTE'

Everyone has an antidote to life. Music may not be an indispensable life adjustment for most people. But in life, there are still many friends who regard music as their life.

COLOR

● #000000

● #FF3E48
  #EE101C

TYPOGRAPHY

Headline — SF Pro Display semibold 21px

Sectionhead — SF Pro Text semibold 17px
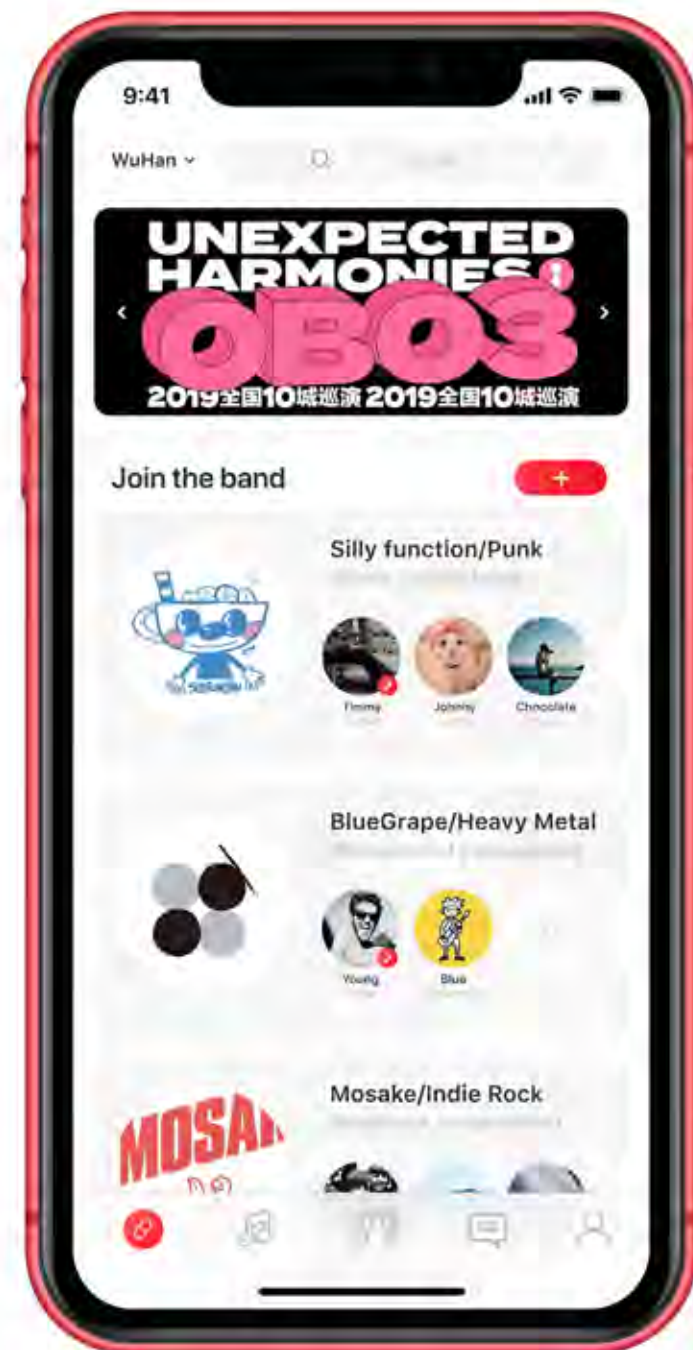
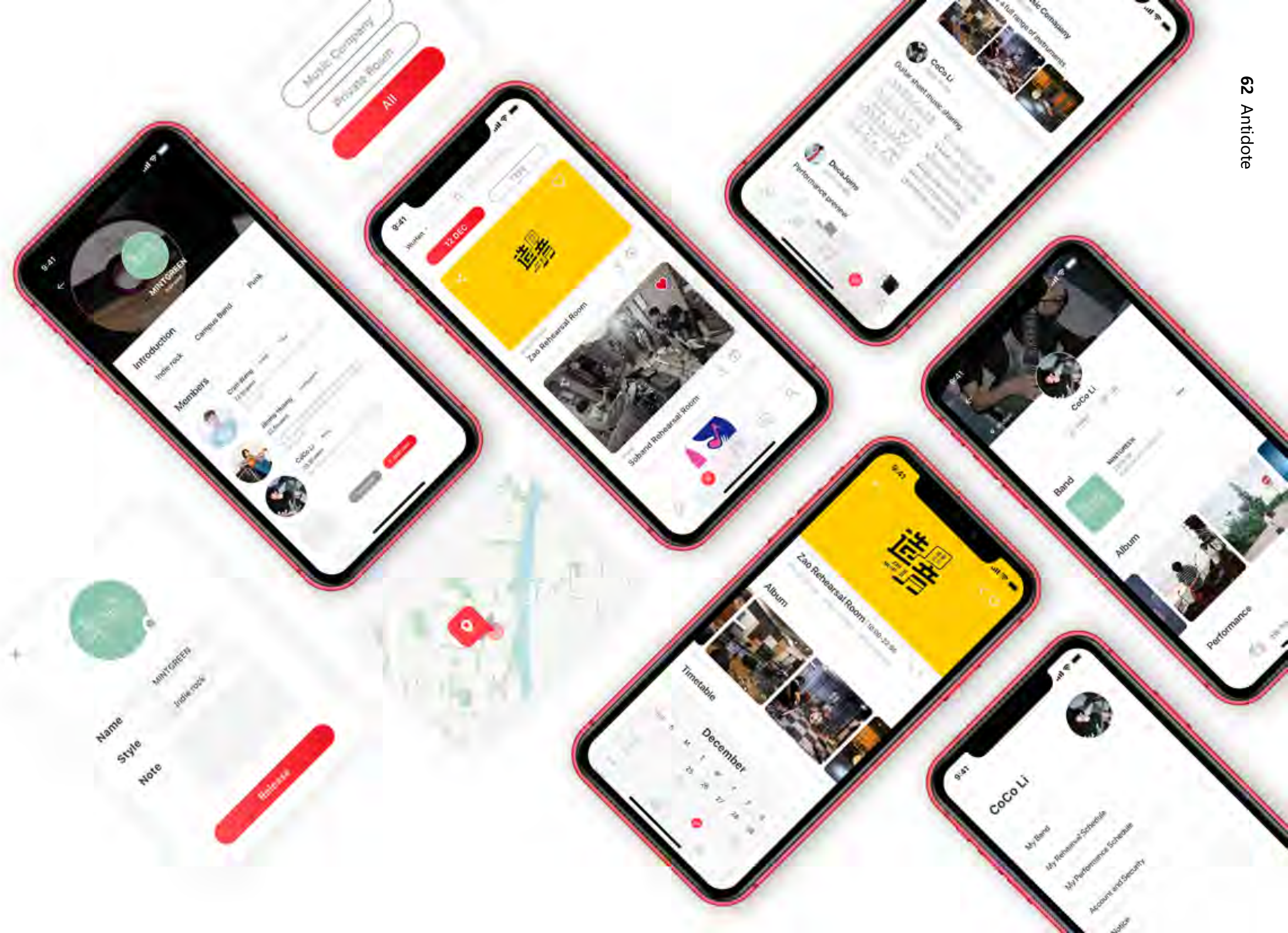Button — SF Pro Display 12px

ICONS

Home   Rehearsal   Performance   Forum   Account

TESTING

In order to know people's suggestions for this app, I tested it with several people. I arranged some tasks for the users and recorded their use.

Users can easily complete the task of joining a band.

Users can easily complete the task of looking for a rehearsal room.

Users are concerned that there will be no audience for the released performance.

Joining the band

Looking for rehearsal room

Posting performance information

Feedback

- The function is clear and the operation is very convenient.
- This app will be very popular, I have not seen anything similar.
- The function is relatively complete.

- The interface design and arrangement are very reasonable.
- The target group of the app is a bit limited

Many of my personalities were influenced by the bands of this era. They told me to face the world bravely and don't believe in any impossible.

THEY ARE THE ANTIDOTE TO MY LIFE.

"Heal the world"

"Love"

"Independence"

"Peace"

8:00 pm
band MINT GREEN

"Freedom"

Leave space for people to breathe in the busy city.

CHINA SOUTHERN POWER GRID OPERATION MANAGEMENT PLATFORM

INTERNSHIP PROJECT

GUANGZHOU,CHINA

05

广东电网公司运营管控平台

MAIN COLOR

#FFFFFF

#0062FF

#4A4A4A
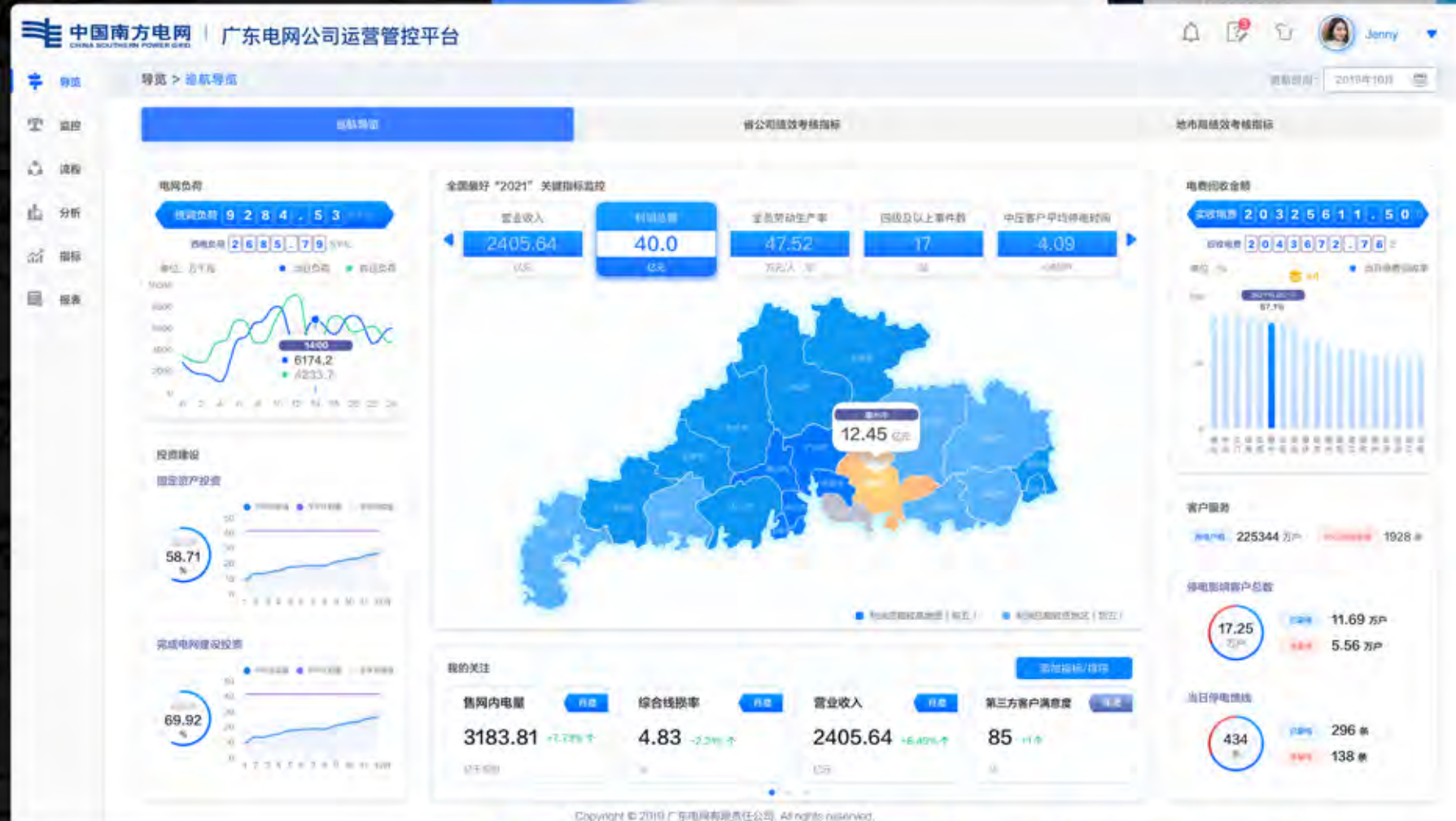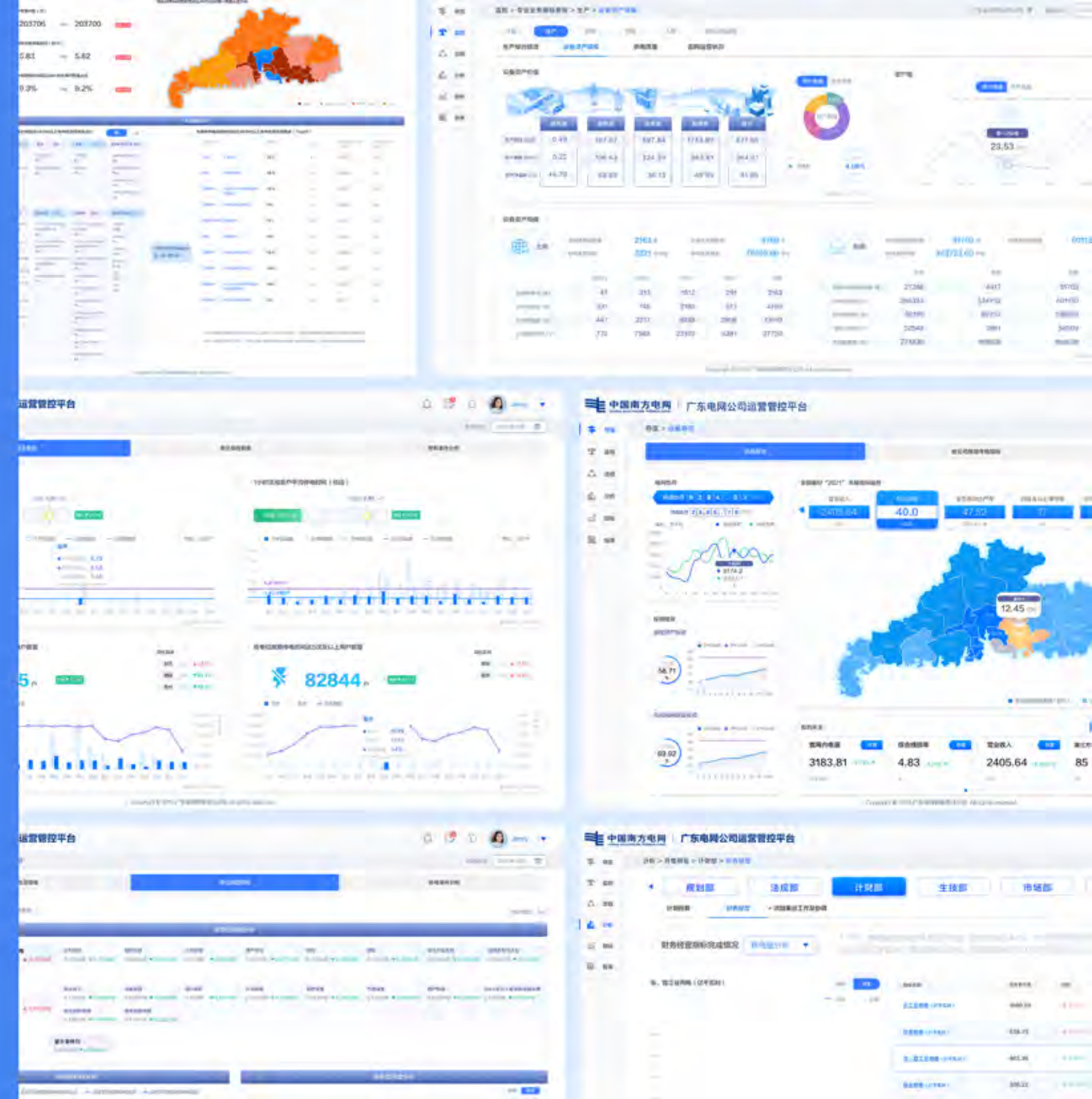
AUXILIARY COLOR

#3DD598

#50B5FF

#1880E7

#6B76FF

#4750EC

WEB DESIGN

LIGHT

CHINA SOUTHERN POWER GRID

广东电网公司运营管控平台

2020

DARK

MAIN COLOR

#FFFFFF

#63D3FF

#011C42

AUXILIARY COLOR

#27B8F4

#00B2D2

#73B0AF

#5861A2

#0079CB

WEB DESIGN

深色版

DARK

CHINA SOUTHERN POWER GRID

LOVE SCENARIO

Discuss the future of marriage through speculative design.

06

BACKGROUND

Age	Will you take a wedding photo for marriage?
18-25	92.2
26-35	89.9
36-45	87.1
46-55	71.6

● yes ● no

OVER ALL 85.6%
will take a wedding photo for marriage

Although wedding dresses originated in the West, Western brides did not have the custom of taking wedding photos before marriage. Wedding photographs began to rise in China in the 1990s and gradually became an indispensable part of Chinese marriage.

This design will explore more possibilities for the future of wedding photos in China through *SPECULATIVE DESIGN.*

The data is from http://www.hunjia520.cn/analysis/2048.html

VISUAL ETHNOGRAPHY

I watched some Chinese TV dramas related to marriage and extracted some of the wedding photos.

The image of wedding photos in the TV series "The Temptation to Go Home" (《回家的诱惑》 , China , 2011) reappears. The protagonist touches the wedding photo and expresses the nostalgia for the good feelings of the couple in the past (P2). Burning a wedding photo (P3), expressing disappointment with marriage. The protagonist returned to the wedding photo (P4) and expressed his disappointment.

Conclusion: In China's film and television culture, wedding photos are often used as a symbol of emotional relationships.

I collected photos of wedding photos in my married friend's home.

Conclusion: Wedding photos are presented in a variety of forms in the couple's house, but all are presented in a physical way.

INTERVIEW

I investigated the views of several people of different ages on wedding photos through online chat.

YING MIN,17 Single

> Will you take a wedding photo when you get married later?

> Of course, I think this is a very important part of marriage.

> Have you considered the form of wedding photos?

> I haven't thought about it yet, but I think it should be made like a photo frame and placed at home. I mean, hanging on the wall or on the table.

> Have you ever thought about other ways of showing wedding photos without considering the possibility?

> Maybe VR?I don't know very well.You know, most of the time others do it, so I do it.

YING MIN: Wedding photos may be presented in the form of *VR* in the future. Wedding photos are for *WITNESS.*

WANG KE,25 Unmarried

> Will you take a wedding photo when you get married later?

> Yes, it seems that no one is married and not taking a wedding photo.And I am quite looking forward to it.

> Have you considered the form of wedding photos?

> I have discussed this problem with my boyfriend, about the layout of the room. I think that hanging a wedding photo at home like someone else can be a bit annoying to see every day. It may also be because I haven't taken a wedding photo yet. Perhaps this depends on the quality of the wedding photo shoot.

> Have you ever thought about other ways of showing wedding photos without considering the possibility?

> Electronics? Dynamic short video?

WANG KE: Wedding photos may be presented in the form of *SHORT VIDEOS.* Wedding photos are for *DISPLAY AND RECORD.*

CHEN LE,38 Married

> Is there a wedding photo in your home, where is it placed?

> There are several sets in my house, I took them when I got married. They are hanging on the wall and on the bookshelf.

> In addition to washing the wedding photos, did the electronic photos be saved? Where are they stored?

> Yes, but when I got married, the wedding photos didn't have so many styles now, and they didn't have such high definitions, so the electronic version didn't use other places.

> Have you ever thought about other ways of showing wedding photos without considering the possibility?

> It may become an electronic version, and the future technology is developed, and maybe everything can be achieved.

CHEN LE: Wedding photos may be presented in some *ELECTRONIC FORM .* Wedding photos are for *DISPLAY.*

QUNLITATIVE RESEARCH

In order to understand people's preferences and reasons for the location/form of wedding photos. I made a questionnaire. Let people draw the *POSITION* of the wedding photos and the imaginary wedding photos in a typical interior layout.
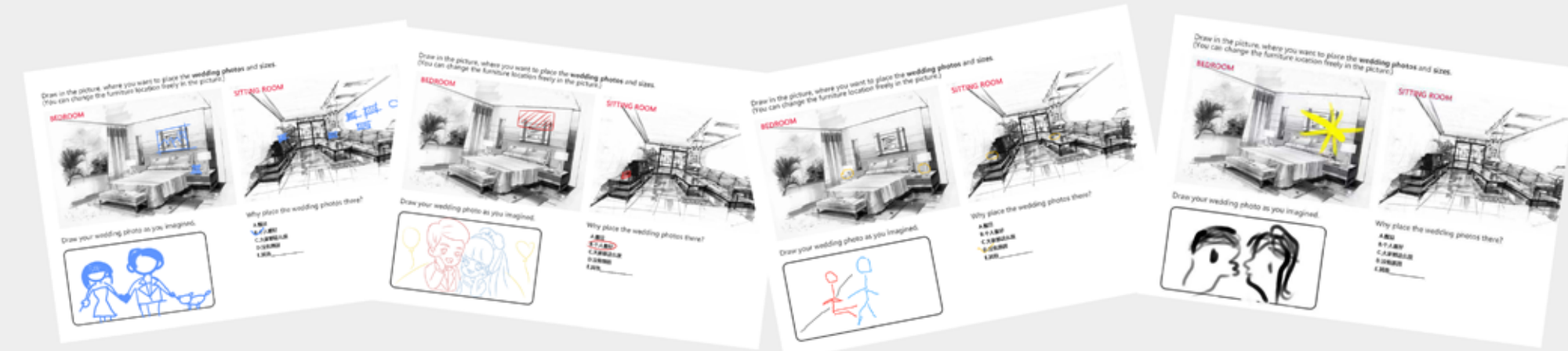
In order to explore people's *ATTITUDES* towards wedding photos, I conducted a questionnaire survey.

82%
think that they will put wedding photos *in their own homes.*

Other
Bedside
On the wall

79%
believe that wedding photos are an *important part* of marriage.

Follow the trend
Show
Record

PERSONA

Based on the existing survey, I speculated on future user characteristics.

Timmy&Monica
Couple

Timmy

Monica

Occupation	Engineer	Designer
Age	32	30

Timmy   Timmy is very busy at work, but he likes to record life and observe life.

Monica   Monica likes to share new things in her life with her friends. She and Timmy take a new wedding photo every year as a commemoration.

FUTURE SPECULATION

Record

Since the appearance of wedding photos in China, it has been recorded the beautiful moments when couples get married.

Speculation   Record important moments between couples, including initial wedding photos and photos with new family members. *It can remind couples of important anniversaries.*

Oberservation

As the previous survey said, wedding photos in the Chinese film and television drama culture symbolize the **emotional changes** of husband and wife.

Speculation   An *emotional assessment* can be made by observing the time the couple stays in the family and the emotional changes between the couple.

Show

According to surveys and interviews, wedding photos can be shown to others when they come to the couple's home. It is a symbol of identity and image.

Speculation   Wedding photos as a function of display to satisfy people's ostentation will not change in the future. *Photo replacement can be performed by phone operation.*

DESIGN ELEMENTS

Wedding photos have always been presented as a physical form, so I speculate that in the future, wedding photos will still have the form of photo frames.
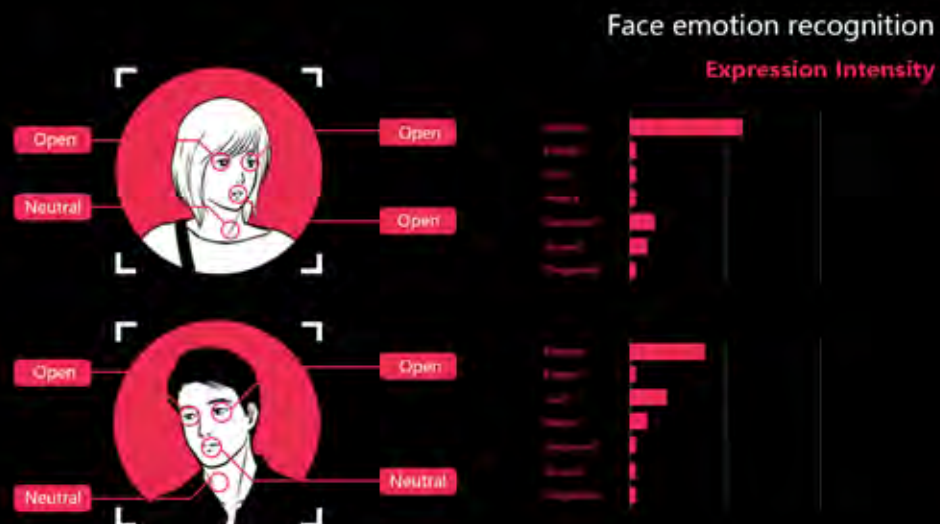
Mobile Phone   +   **Photo Frame**

Speculation   The main form of the photo frame will not change in the future, and the shape and size are determined by personal preference.
However, new technologies such as **facial** emotion recognition and **voice** emotion recognition will be added to the photo frame.

TECHNOLOGY

The system will send a reminder to the couple based on these data.

Face emotion recognition
Expression Intensity

Open / Neutral / Open / Open

Open / Neutral / Open / Neutral

Voice emotion recognition

Voice Data

Tone High   **Background sound** Cough

Neutral
Happy
Sad
Angry
Surprised
Scared
Disgusted

FUNCTION LAYOUT

Sign&Sign up	Register	phone number
	Info type in	name
		gender
		date of marriage
Bind account	Bind account	Phone number
Frame	Bind photo frame	Frame number
	Share to the community	
	Change the photo	My album
	Anniversary reminder	Add Anniversary
Record	Emotional index	Analysis
	Time data	Analysis
	Notification	System
		Chat
Discover	Discover around	
Me	Personal info	
	Setting	
	My photo frames	

STORYBOARD

TIMMY
Engineer, 32

I have been too **busy** with my work recently, so I rarely go home to **accompany** my wife.

It seems that I need to **rebalance** my work and **family**.

The color of the wedding photo has CHANGED because it sensed that the couple stays at home for a short time.

Every year, my husband and I will take a **new** wedding photo to commemorate the wedding anniversary.

I can easily **change** photos on my phone.

MONICA

TIMMY

IMAGINARY SCENE

LOVE SCENARIO.

Your comprehensive emotional index with your Timmy this week is 72. It is recommended that you increase your time spent with Timmy.

While stating the benefits of our design, we also need to anticipate the bad consequences.
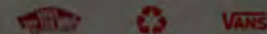
RAWANS RAW

VANS Customization Experience

01.JUL.2021-20.JUL.2021

RAW

01.JUL.2021-20.JUL.2021

06

Background

> **Pure customization is a strategy that creates value by some form of consumer-supplier interaction at the design stage of the operations level to create customized products with production costs and monetary price similar to those of mass-produced products.**

Kaplan, A., M., Haenlein, M. (2006)

VANS and **POLIMI DESIGN SYSTEM** experimented an original path of developing new products, services and experiences for the customisation of VANS products, also in store. The design solutions will have to be creative and sustainable and allow the customer to live a simple, fun and engaging experience of customising their footwear through special customisation kits.

User Analysis

	Feature	**Opportunity**
Action Sport Pro	• Expert Technical Skills • Sport Spirit	• Durability • Raw/Practical/Useful Material • Action Sport Friendly Environment • Sustainability • Build Community
Action Sport Beginner	• Following Sport Trend • Passion/Strong Desire To Learn • Low Technical Skills	• Professional Advice For Equipments • Guidance For Creation • Guidance For Sport Skills • Build Community
Trend Follower	• Following Fashion Trends • Low Artistic Skills • Afraid Of Expression	• Guidance For Creation • Accessibility • Low Trial And Error Cost (It's Ok To Fail) • Build Community
Expressive Creator	• Strong Desire For Expression • Street Culture Etc. • Artistic Skills • Authentic	• Free Space/No Limit • Street Environment • Professional Tools • Build Community

Persona

" I have never dared to customize it myself, because I am always afraid that I will fail. "

Emma Hedegaard

Biography

Emma is a freshman studying engineering at the Politecnico di Milano. She is very concerned about trends. She is a loyal fan of vans because she thinks vans is very trendy and many people around her wear this brand. Recently, she especially wanted to own a pair of her own unique vans shoes, but seeing many exquisite personal customization cases on the Internet, she was a little unconfident because she could not paint and was afraid of making shoes ugly.

Painpoints

• Always afraid of customization failure

• She doesn't know how to DIY shoes by herself, because she doesn't have enough skills.

• Wise choices of the brands and respect to environment and sustainability is fundamental for her.

Opportunities

• Guidance for creation
• Accessibility for creation
• Low trial and error cost (It's ok to fail)
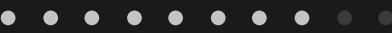• Build community

Occupation
Engineering Student

Location
Milano, Italy

Age
21

Demensions
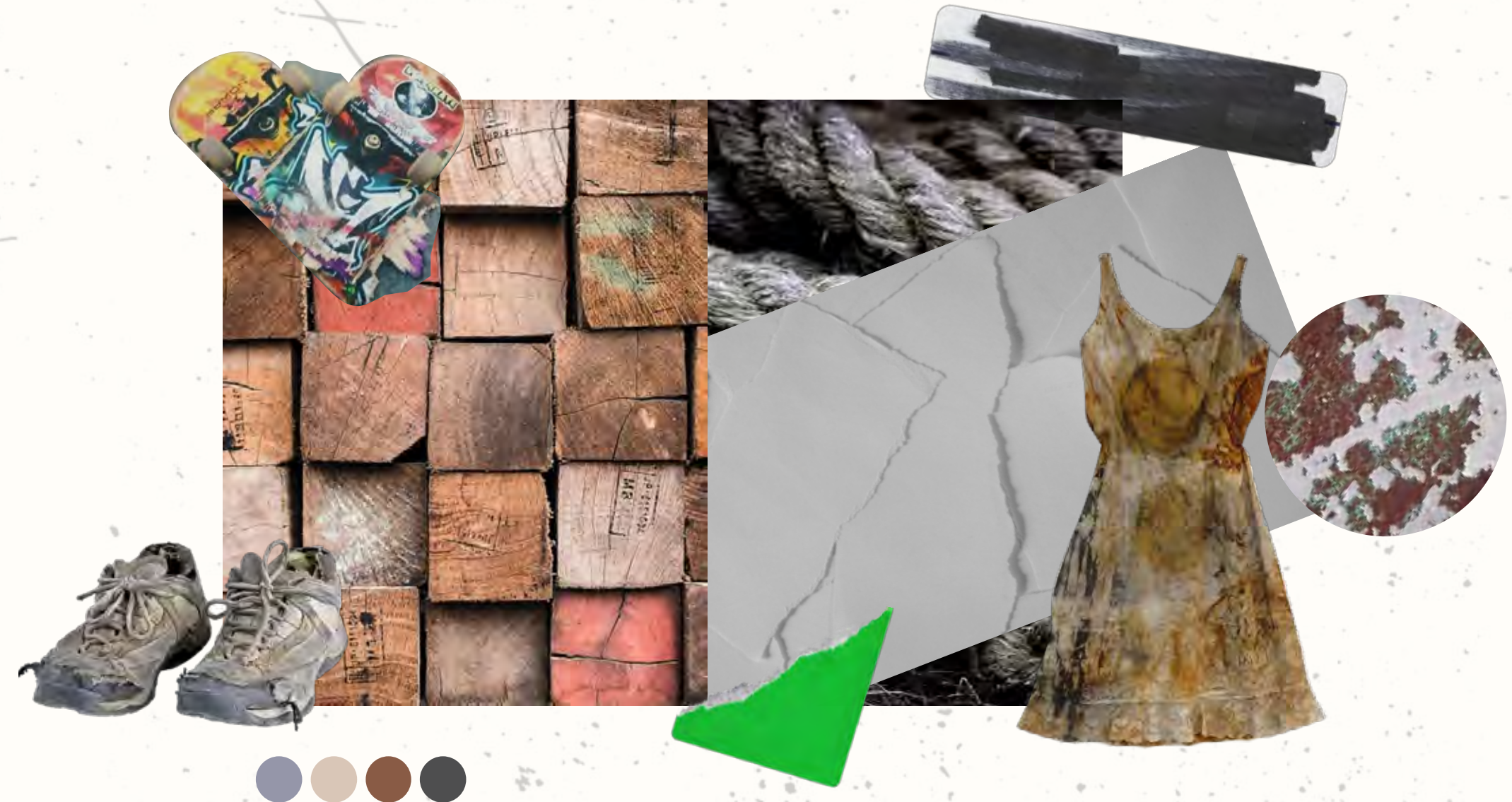
Outgoing

Social Media

Hand-making

Painting

VANS "OFF THE WALL"

MOODBOARD

'RAW'

n. informal terms for nakedness

What's RAW?

Raw means...

SenseOfTime

Obvious Mistake

Roughing

Damage

'RAW'

Soil

Undefined

Surprising Output

RAW CONCEPT

Undefined

STORYBOARD

SYSTEM MAP

Users

Old vans shoes

Event Tag

Tool Kit

Recycle box

Left over materials

Recylce Locations

- vans stores
- Integrated shoes stores
- vintage stores
- ...

Old vans shoes

Staff

Vans Factory
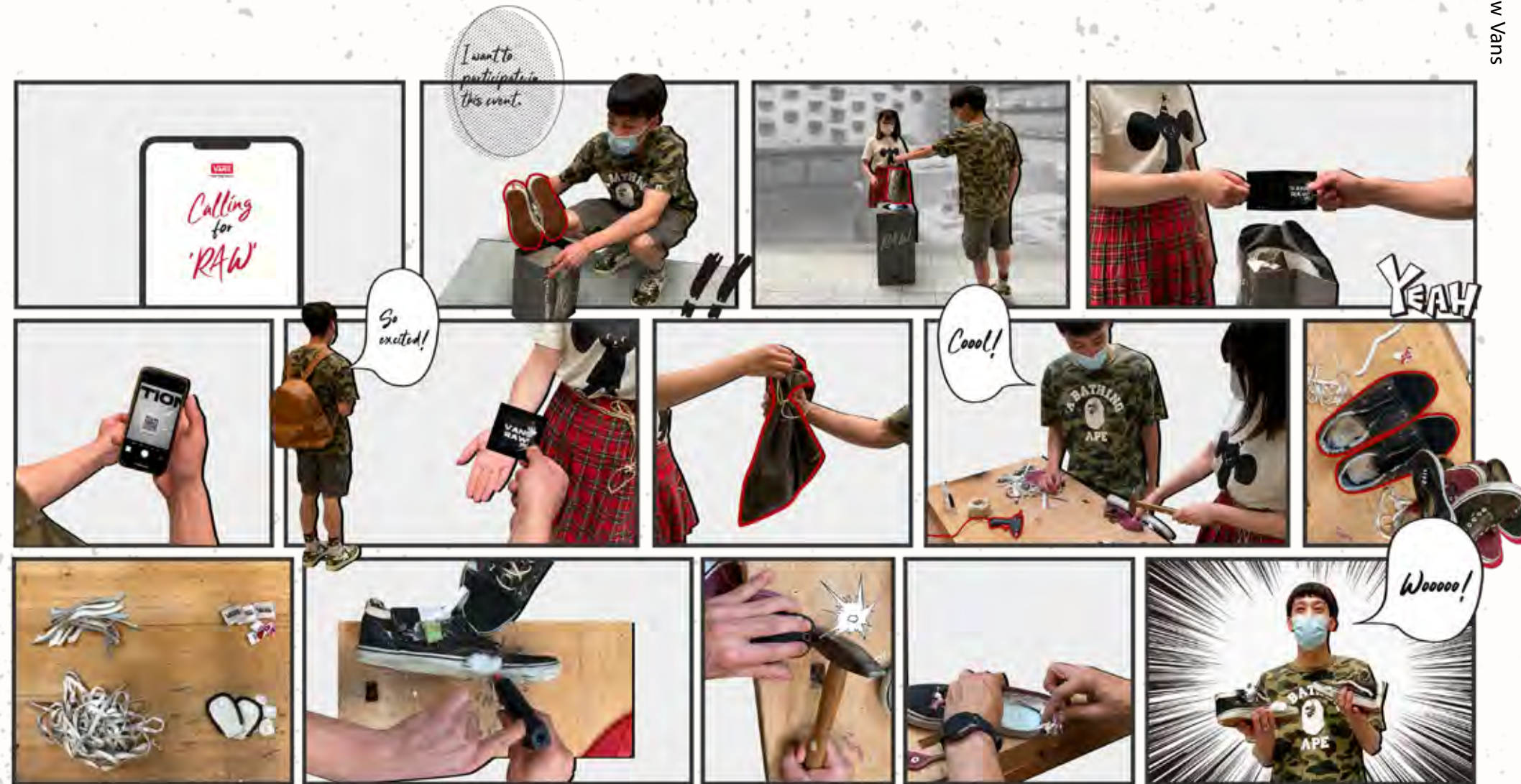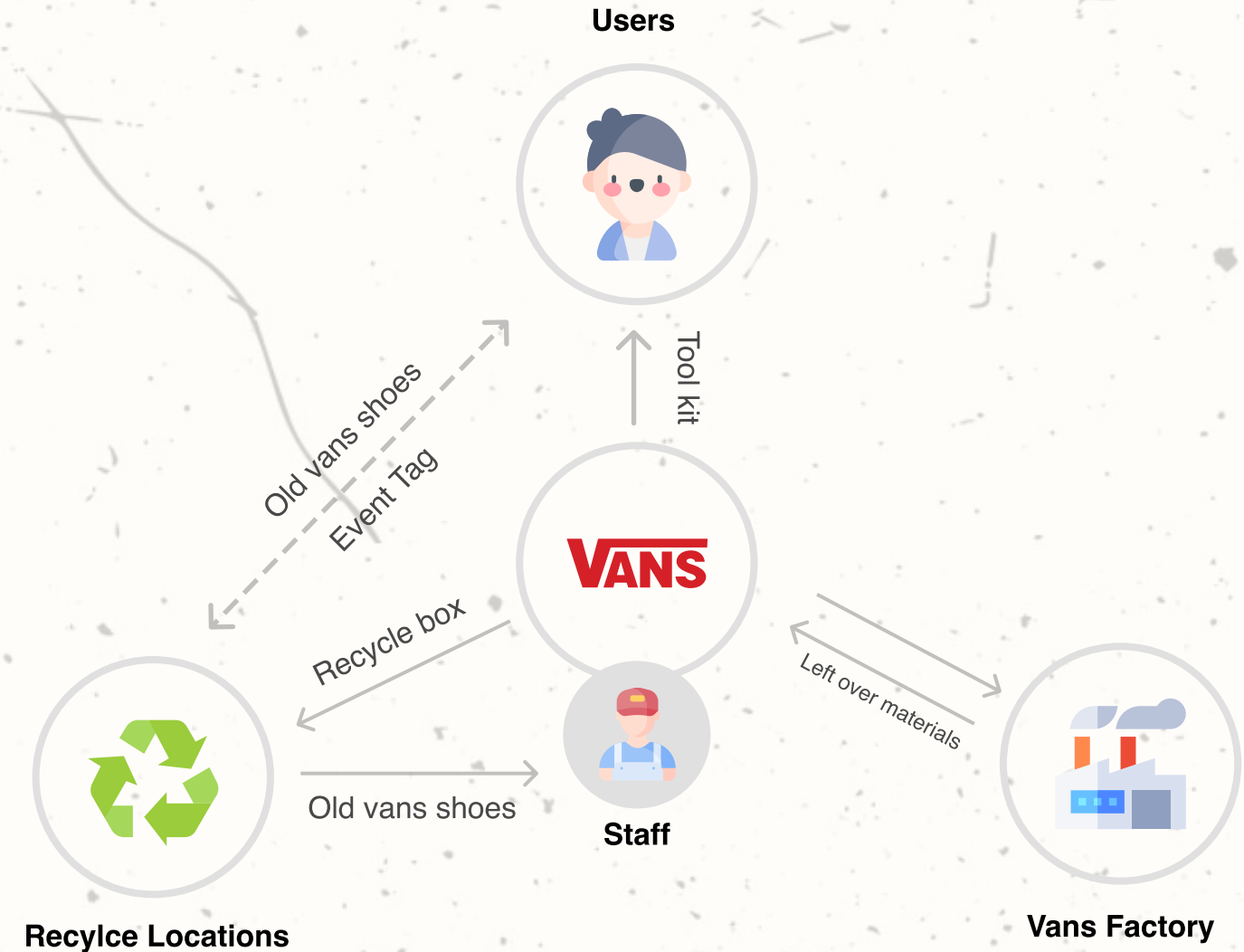
RAW
CONCEPT

Pre-Activity

Raw
Material

Recylce

Users can go to the pointed locations to donate their shoes.

Reward

-Then users would get their special 'raw' tag as a reward.
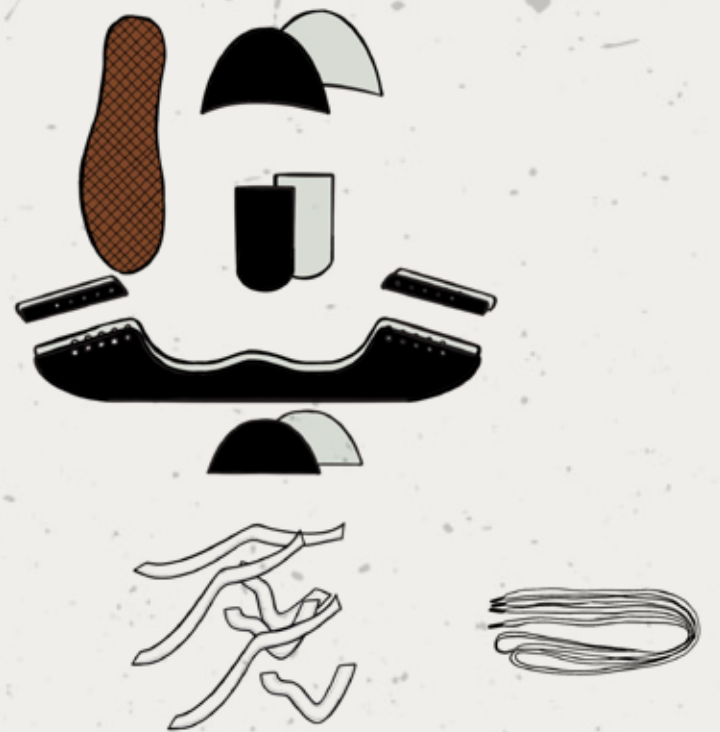-Also users can scan the QR code inside the tag to book their reservation
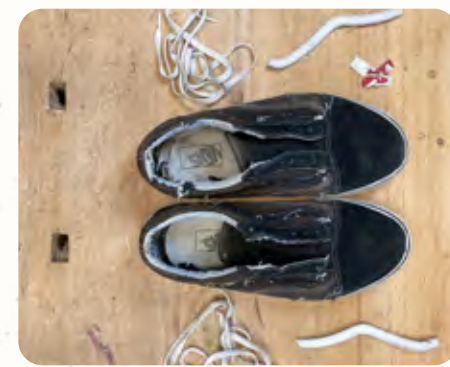
Disinfection

Strict sterilization

'Undefine'

Shoes that can still be reused would be 'undefined'.

KIT DESIGN

RAW
CONCEPT
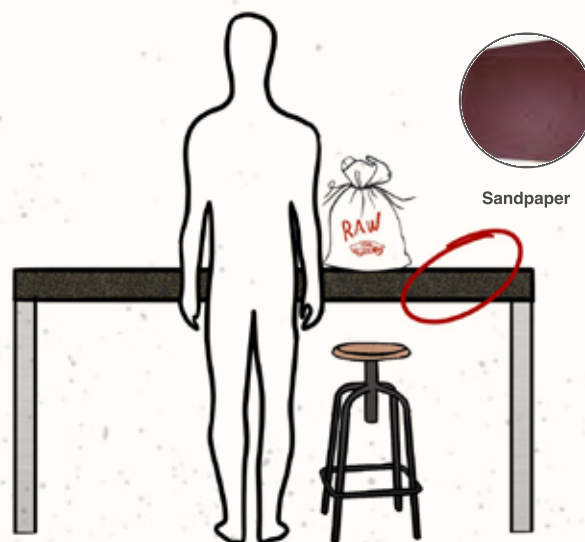In Store Experience

Raw
Action

ACTIONS

Tear

Scratch
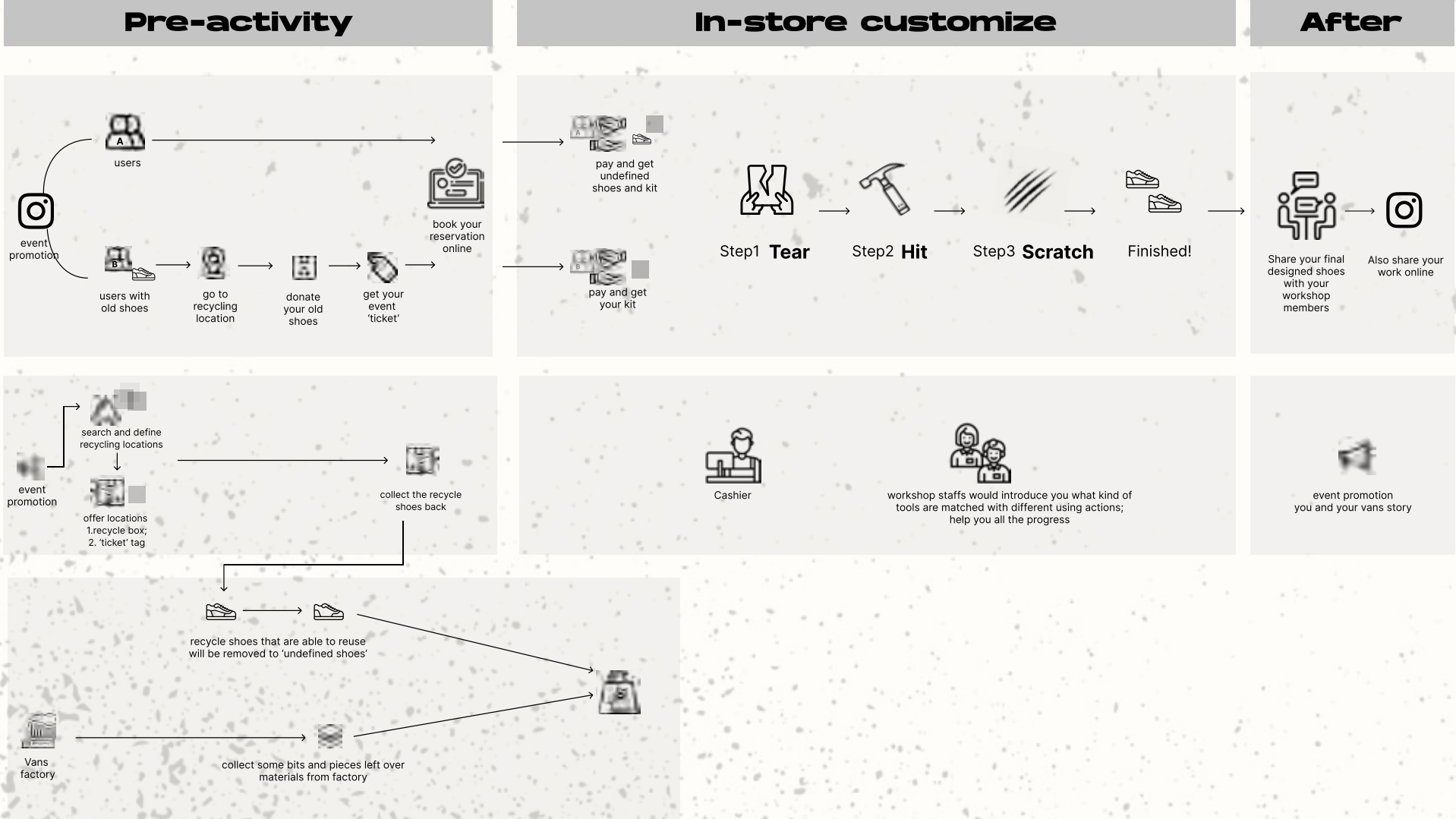
Hit/Heat

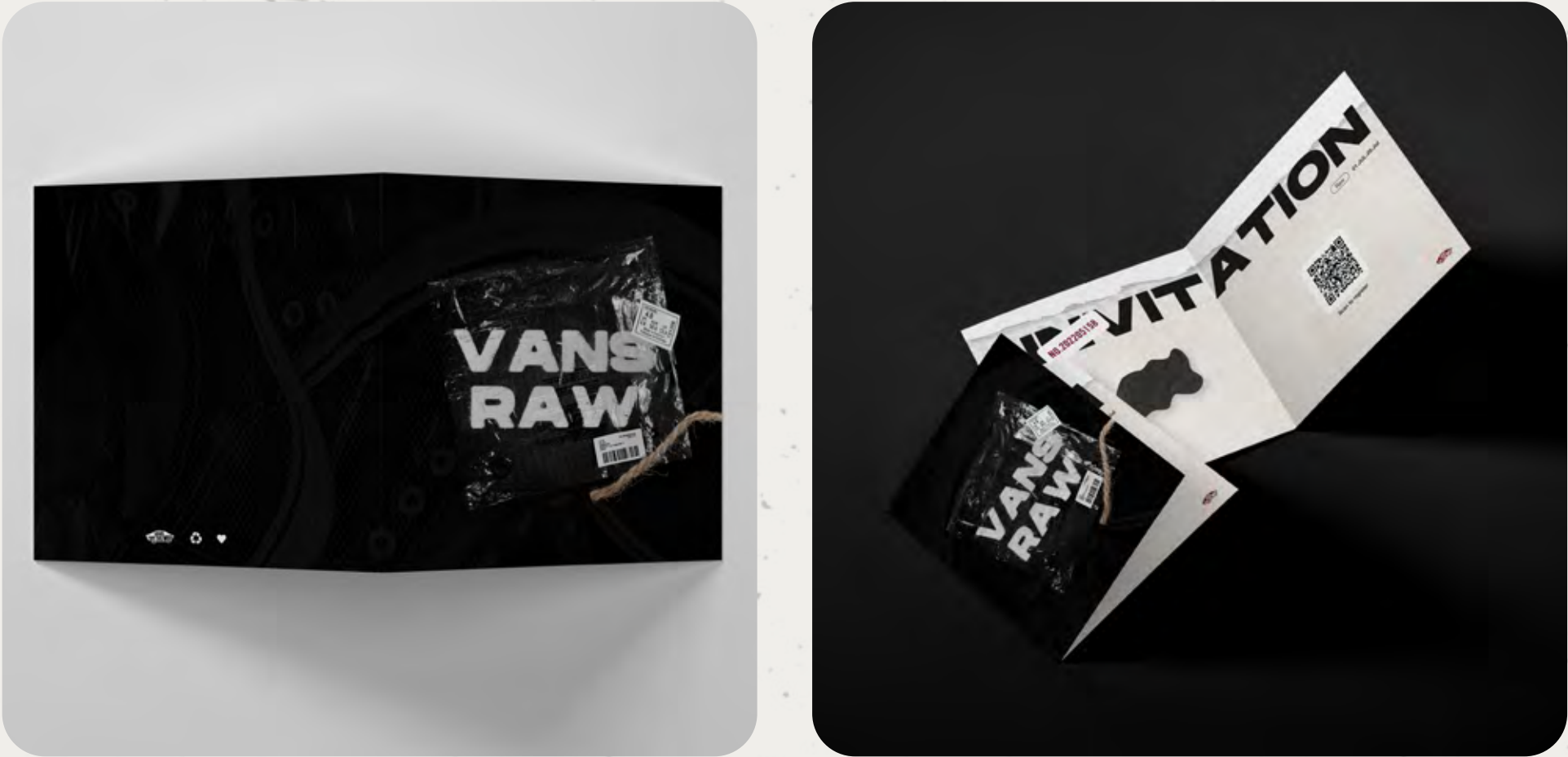Sandpaper

POSSIBLE OUTPUT

USER EXPERIENCE MAP

Pre-activity	In-store customize	After

Action

event promotion

users

users with old shoes → go to recycling location → donate your old shoes → get your event 'ticket' → book your reservation online

pay and get undefined shoes and kit

pay and get your kit

Step1 **Tear** → Step2 **Hit** → Step3 **Scratch** → Finished!

Share your final designed shoes with your workshop members

Also share your work online

Support

event promotion

search and define recycling locations

offer locations 1.recycle box; 2. 'ticket' tag

collect the recycle shoes back

Cashier

workshop staffs would introduce you what kind of tools are matched with different using actions; help you all the progress

event promotion you and your vans story

recycle shoes that are able to reuse will be removed to 'undefined shoes'

Vans factory

collect some bits and pieces left over materials from factory

PROTOTYPE

VANS
RAW

01.JUL.2021-20.JUL.2021

01.JUL.2021-20.JUL.2021

VANS
RAW

INVITATION

VANS
RAW

OTHER
WORKS

Exploration of various fields of design.

08
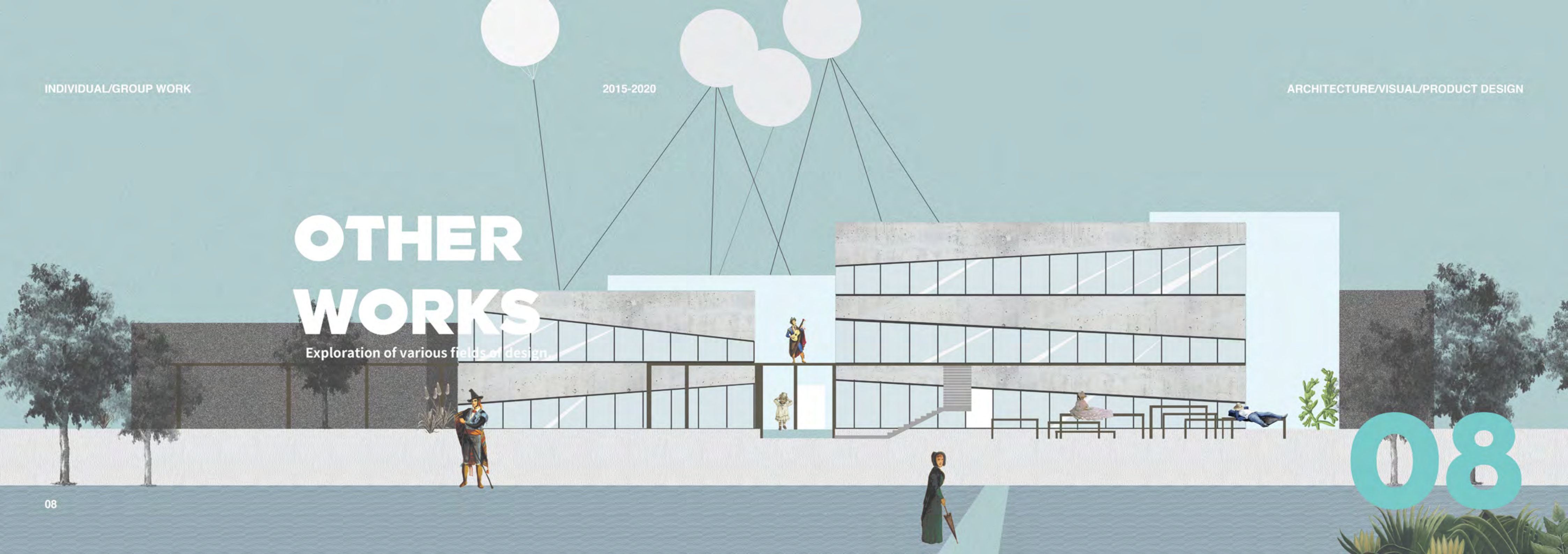
DAXI REGENERATION PLANNING
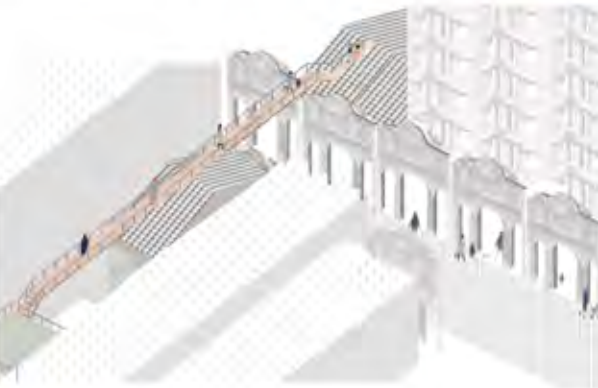
THE PARLOUR OF THE BLOWER COMMUNITY

MODEL MAKING

Material Hardwood PVC Acrylic

Material Hardwood PVC Acrylic

Material Softwood Corrugated paper

Material Softwood PVC Cement

Material Card paper PVC Foam

PHOTOGRAPHY

WUHAN ZOO

Look for the way people get along with nature in the city.

OLD HANKOU

Innocence and history in Hankou. It is a combination of history and vitality.

OLD LIFE IN THE NEW CITY

This is a kind of cultural collision, which is a part that cannot be ignored in the process of urban development.
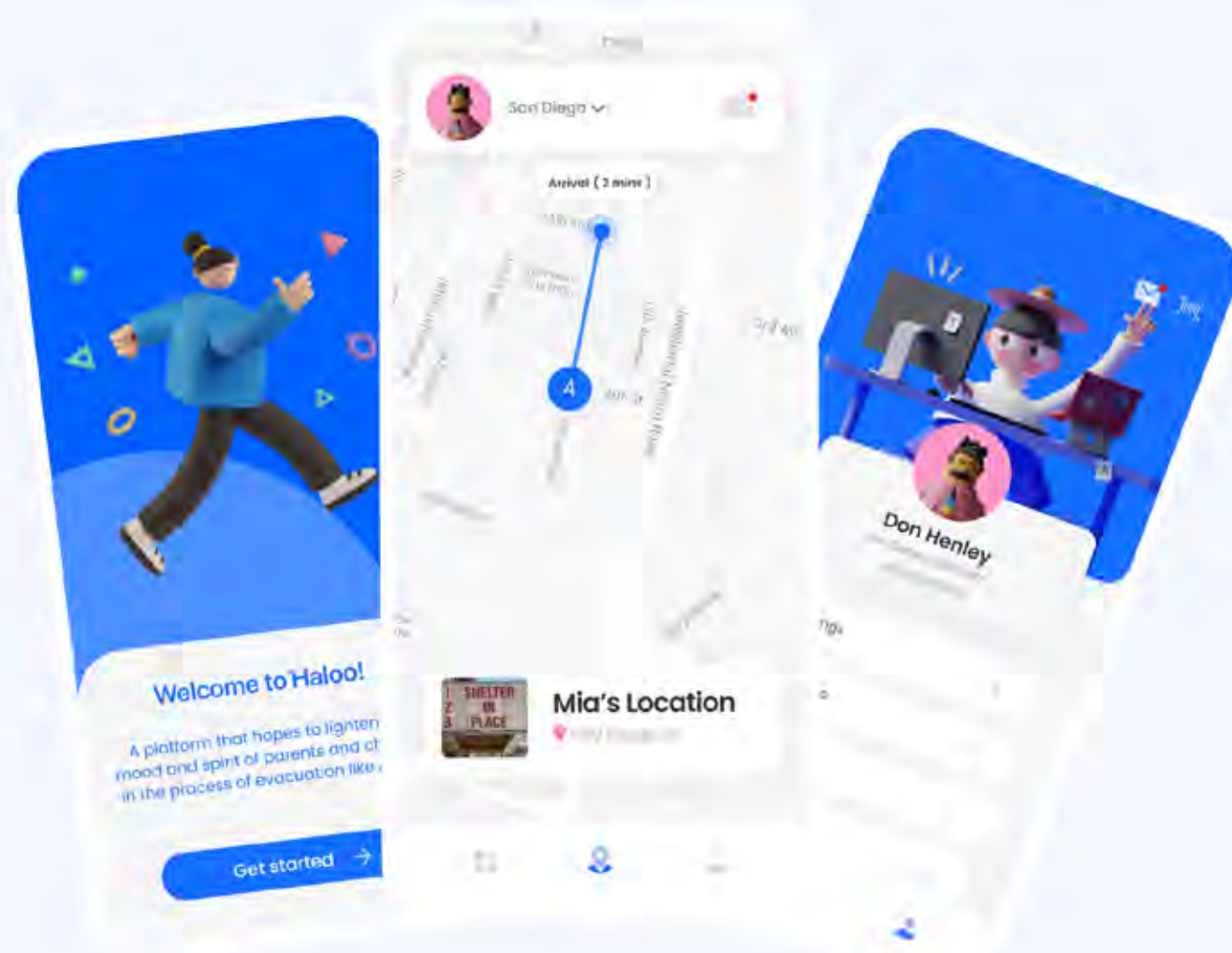
User *Interface* **Design**

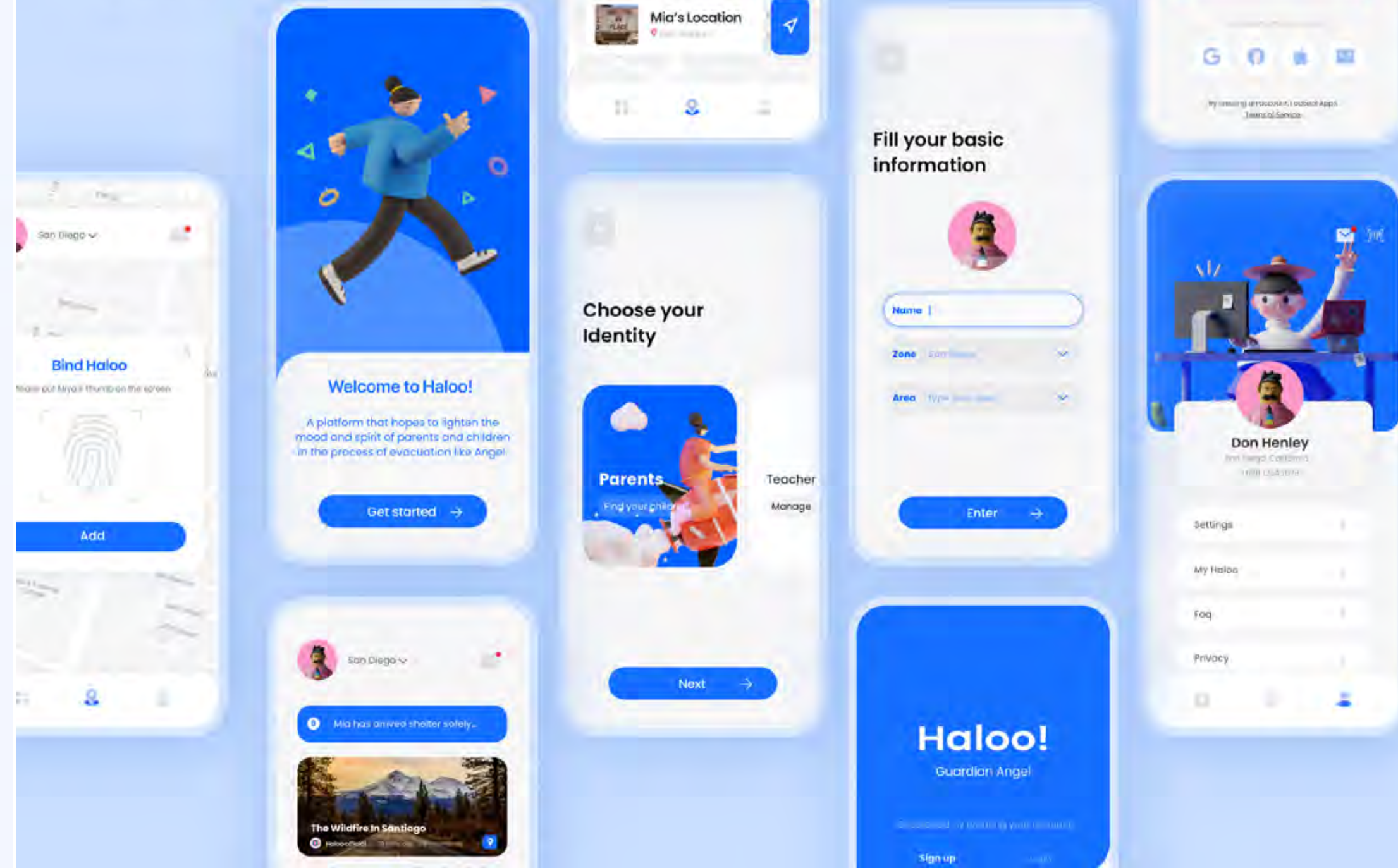Haloo application is linked to the Haloo product to help parents during their kids evacuation from school

Brand	#166FFF
	#FF0EB4

Welcome to Haloo!

A platform that hopes to lighten the mood and spirit of parents and children in the process of evacuation like a...

Get started →

Arrival (3 mins)

Mia's Location

San Diego ⌄

Don Henley

Application for Haloo

Mia's Location

Welcome to Haloo!

A platform that hopes to lighten the mood and spirit of parents and children in the process of evacuation like Angel

Get started →

Bind Haloo

Please put Mayall thumb on the screen

Add

San Diego ⌄

Mia has arrived shelter safely...

The Wildfire in Santiago

Choose your Identity

Parents

Teacher

Manage

Next →

Fill your basic information

Name

Zone

Area

Enter →

Next →

Haloo!

Guardian Angel

Sign up

Next →

By creating an account I accept Apps Terms of Service

Don Henley

Settings

My Haloo

Faq

Privacy

Thanks!